Module 1 Challenge

**1)Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**

1. Theater looks to have the most successful and prevalent category in the data that is provided to us. For example, in the U.S. theater looks to start well in January but have a peak in May-July, it makes a little dip in August but, comes up steady for the rest of the year.
2. The month of January also looks to be the month where most crowdfunding campaigns seem to start. Possibly to gain as much traction and support from the beginning of the year to make their campaigns successful.
3. The U.S. looks to have an incredibly high lead of crowdfunding throughout the year. Though having a high success rate, failed rates are all very high, especially in the popular categories.

**2)What are some limitations of this dataset?**

A limitation I found from the data set is that each company varies in time for when they must mee the crowdfunding goal by. There sets that had crowdfunding campaigns starting at the beginning of the week to the end of the week. Others have campaign that can last from weeks to months at time. Does it always mean they make their goal if it is longer? No. You would just get varying degrees of successful and failed attempts.

Another limitation I found was that there was not much information of what the donors should expect to receive in a crowdfunding event like this. Is there an incentive? Why would you want to donate to a certain campaign? I feel as though that it could impact on how much is donated depending on if the donor feels as though they would receive something significant in return for the donation. It may have helped those certain crowdfunding efforts to make their goals and become more successful.

**3)What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**

**-** Certain displays that show average timeline on how much time these organizations have to complete the crowdfunding campaigns.

**-** Tables that show the most successful categories and subcategories against those that were most unsuccessful.

- As we learned extensively in the first week of class, trying to find the average, mean, median, and range for each category and subcategory.

- Many of these categories are broad so possibly, within the sub-categories themselves, finding the different goals and timelines they each have to have a better understanding of the data that was presented to us.