Module 1 Challenge Questions:

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

The two bar graphs show Theater Plays have the highest volume of success, equally these graphs make the same category, Theater Plays, represent the highest volume of failure. Most Theater Plays that do succeed have a start date in June or July, and the highest failure rate occurs in August, this highlights a small window available to catch the most successful volume.

1. What are some limitations of this dataset?

Parent Category and Sub-Category are very broad. For example, if drama themed plays get all the successful outcomes but comedy themed plays are all failed. These would both fall under the same Sub-Category ‘plays’, possibly causing funding to be issued to sure losses. Example the table below shows the Theater numbers:

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

Adding a column where a standard currency is listed for all would assist in showing where the highest profits are without having to worry about conversions. It would also provide clarity into what country provides the highest profits to better pinpoint higher value location opportunities.

1. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

Variability is nearly identical for both. Where we have a maximum in failed crowdfunding of 6080 successful hit a maximum of 7295. But with failed only at a minimum of 0 and successful at a minimum of 16, we have a full standard deviation higher in successful than in failed crowdfunding.