Module 1 Challenge:

The “theater” parent category along with its single sub-category “play” had the greatest number of total outcomes and successes when compared to the other campaigns. But, because of their high numbers, they also had the greatest number of cancelled and failed campaigns. When looking at the percentage funded, it also seemed that the theater category was most likely to fund their campaign past 1000%.

A limitation I noticed that confused me is that the live campaigns had end dates that were fairly short in length. I would think that a live, ongoing campaign should not have an end date. If someone was investigating the length of a crowdfund campaign and its effect on its success, this data would be inaccurate because it is still ongoing.

I would love to do more research involving the percentage funded and the categories involved. This would allow someone to investigate the statistical significance of which category was the “most successful” in terms of percentage funded instead of simply relying on total number of outcomes.