Module 1 Challenge Kathy Parrott

Create a report in Microsoft Word, and answer the following questions:

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  1. Audio and World music run very successful campaigns. During the time of the collected data, they had no failed campaigns. Listening to ads appears to be the best way to get the public’s attention.
  2. Mobile Games and Science Fiction had the worst appeal to the public, but there were many others that also failed. Fiction, Food Trucks, Indie Rock, Plays, Radio & Podcast, and Video Games also had some very unsuccessful campaigns.
  3. Translations had more success than failure. It must be very important to make sure that the campaigns are available in several languages, to reach the most people.
  4. I was surprised at the success of television there successes were higher than their failures and cancelations combined, but with the popularity of the television media I would of thought the success would have ranked higher.
* What are some limitations of this dataset?
  1. The success of the campaigns was not given in relation to the audience, or the actual products used. The campaigns may not have been age appropriate. The campaigns may have also been inappropriate for the audience they were trying to reach.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  1. The average donation in relation to the type of campaign and its success could give some helpful information on how to increase donations.
  2. A better understanding of why they company was seeking money and the audiences they approached would be useful for future campaigns.