**Module 1 Challenge**

**Charting Crowdfunding**

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

* The category Theatre, and subcategory Plays, had the highest raw number of successes. However, as a percentage, success rate for both were slightly lower than other categories/subcategories. (See *Category/Subcategory Stats* tabs)
* Overall Success Rate remained relatively stable over time, took a dip in 2016, and has improved significantly in the years since (*graph below*). Campaigns who launch funding campaigns in July are more likely to succeed, while August has the lowest success rate (See *Outcome Based on Launch Date* tab).

Chart, line chart

Description automatically generated

* While other funding goals with fewer data points had higher success rate percentage, the $1000-4999 range stood out as one of the best categories for successful funding, given its 231 projects and a success rate of 83%. (See *Bonus* tab).

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

* There is little context for understanding the different campaign besides category/subcategory. The categories with smaller sample sizes could be influenced by a handful of good/bad plans or pitches and thereby skew the data. i.e. A Journalism focused campaign does not guarantee a 100% success rate moving forward.
* We’re limited to Success/Failure based on funding goals, without any context of project performance after funding was complete.
* We’re not provided much background on the structure of how/if funders are compensated. Is funding largely altruistic or is it based on gifts/future financial return? If so, comparing these incentives as they relate to funding success may be valuable data to explore.

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

* Same as the Category Stats pivot table, but show values as % of Parent Column Total
  + This shows Journalism has the highest success rate (although with small sample size), followed by Tech and Photography (with a more significant sample size).
* A Pivot Table comparing Success Rates of projects that received Staff Pick and Spotlight to those that did not.
  + This could let founders and funders know if Spotlights or Staff Picks are related to a campaign’s potential success.
* Identify the top “over-funded” projects; those that exceed their funding goals by 500%+.
  + A more detailed review of these could provide insight into some factors that most excite the target audience.