Module 1 Challenge – Alexandra Martinez

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

1. There’s higher success on projects related to theater, film, and music. Those segments might benefit from enthusiastic backers that would like to see those projects succeed.
2. Some projects related to sub-category “plays” have the largest population of campaigns with 54% succeeding. Web related projects had the most successful campaigns with 70% success. It is hard to judge success based on the small sample of offerings on some categories.
3. Noted seasonal increase in success from year to year, but on average I noted that during June and July campaigns experience an average increase in success and I think this might be related to customers having additional time during summer months.

What are some limitations of this dataset?

* We do not know demographics of backers to perform additional exploratory analysis of backers and what segments of backers might be more active on certain campaigns.
* Would be nice to understand how a corporation like the Crowdsourcing company collect data for campaigns
* Would be nice to also understand how this data flows through their enterprise systems

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

* Segmentation of projects by country as there’s data for multiple countries
* Understanding staff pick and spotlight and how those characteristics drive projects towards success or failure.