Module 1 Challenge

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

After careful analysis of the pivot-chart line graph, it is evident that during the first months of the year, canceled, failed and successful campaigns had a similar line trend. However, by midyear, successful campaigns peaked while failed campaigns reduced in number.

In addition, when analyzing the bar graph, I concluded that journalism has the lowest number of campaigns and theater had the highest. However, journalism has a 100% success rate with 4 successful campaigns out of a total of 4. Whereas theater has a total of 344 but only 187 successful campaigns, a little over 50%.

Furthermore, analyzing the sub-category bar chart led me to conclude that video games seek campaign funding 3 times more than mobile games, of which roughly half of the campaigns are successful.

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

The dataset needs additional information regarding the company that’s fundraising and its credibility or popularity amongst the backers which can result in misinformed decisions. For example, a popular influencer with 3M followers can campaign for a low-quality product and exceed their goal.

Another limitation with the data set is that it’s not showing the region the campaign took place to better assess if campaigning results were greatly affected due to geographical limitations.

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

Create a table/graph that compares the goal amount with the pledged amount ultimately filtering by category to better analyze what category receives capital above their goal.

Create a table/graph that compares the amounts pledged versus months to find what time of the year people are more willing to commit their capital.