Module 1 Challenge

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + 1) The outcome of using crowdfunding campaigns have more success than failures from 2010 to 2020.
  + 2) Our dataset shows that from 2010 to 2020, plays use crowdfunding campaigns the most out of all other categories. Plays also experience more success using the crowdfunding campaigns than failures.
  + 3)From 2010 to 2020, the month of August shows that crowdfunding campaigns have a higher chance of failures and cancellations.
* What are some limitations of this dataset?
  + Some limitation is that there is may not be enough data collected for all categories. For example, we found that plays have the most data in our dataset but that may not be accurate in real life. Another limitation is that there may be projects that are already doing well before using the crowdfunding campaign. Thus, the data may not correctly interpret those other projects in the same category, using the crowdfunding platform, will have a higher chance of succeeding. Lastly, another limitation is that the subcategories in our dataset are broad and may be misinterpreted if someone is thinking of a specific thing in the subcategory. For example, the parent category publishing has a subcategory of non-fiction. There are many genres within the subcategory of non-fiction. We are not able to clearly interpret in our data which genre will experience a higher chance of success using the crowdfunding platform. Someone looking at the data may misunderstand that the book genre that they want to promote using the crowdfunding platform will have a higher chance of succeeding than failing.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + We can create a table with the name of the categories and/or subcategories along with the average donation and year to find out how much each project backer was paid on average in each category and/or subcategory over the years. It will be helpful for project backers to know which category or subcategory will pay higher on average. We can also create a table with the subcategory, names, date created conversion, date ended conversion, and outcome of whether the projects were canceled, failed, live, or successful to see in general whether short- or long-term projects are more successful.
  + There are many kinds of graphs we can use. For example, instead of a stacked column, we can a pie chart to see if there are any subcategories or categories that take up more of the pie. This will show which project has more success, or failure with the crowdfunding campaign. We can also use bar graph instead of a line graph to look at dates and outcomes of subcategories. It can allow us to see when the bar line gets longer which subcategory in what month or year is experiencing more success than failure and vice versa.