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Challenge 1

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

Crowdfunding campaigns can be very popular; however, they depend on what is being funded in terms of its popularity. People can also influence its outcome as well.

This dataset shows that more crowdfunding campaigns are successful, and by a large amount.

The categories most successful in this dataset are related to entertainment, like film & video, theater and music, as compared to other categories that are considered a ‘dying business’ like journalism.

1. What are some limitations of this dataset?

This dataset does not show the success/failure outcome of projects themselves after launch. Which ones bring the most money? Which ones attract more new people for future donations?

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

It would be very interesting to have a graph showing the percentage that was in fact funded for each project which would give the picture of how successful a campaign in fact was.