Module 1 Challenge

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

1. There are more successful campaigns than failed/cancelled ones for every month with most categories being more successful than failures. The one that didn’t have this was food.
2. There seems to be a fairly even number of campaigns for any given month. July was when most the campaigns successful and August having the fewest and the most failed. I would be curious to see if the reason is because people donated the most ending in July so there were less people donating for the ones that started in August.
3. There seems to be no decerning difference in which parent or sub category in terms of succeeding or failing. The one minor exception was Food/Food Trucks with a slightly more failed than successful.

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

One of the limitations is that the background for this project stated that there were famous celebrities and the likes of creating some of the campaigns and I am curious if that played a factor in having a successful one as they could be able to publicize their campaigns to a grander scale. We why there were cancelled ones, though none made the goal, a few were very close. I also would like to see if any of the campaigns had any “whales” donating making it much more likely that a campaign succeeded.

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

I think comparing the different countries or currency being donated might help determine if certain categories are more successful in different countries. I would also like to see if longer campaigns would be more successful. This could also let us know if a campaign must be successful by a certain point and having it go on longer makes any difference. We also never did anything with the staff picked and spotlight category, so it would be interesting to see if having those factors helps the campaign succeed or not.

I did find it interesting that all of the goals that were set at 100 all failed but the next increment up, being 600, was very successful.