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Module 1 Challenge Report

**Three conclusions that we can draw from the crowdfunding campaigns?**

1. *The majority of crowdfunding is from the theater category, followed by film & video, and music.*
2. *The month of August had the highest amount of canceled campaigns, one of the second highest number of failed campaigns, and the lowest number of successful campaigns.*
3. *Campaign goals from 1,000-4,999 (83%), 15000 to 19999 (100%), 20000 to 24999 (100%), and 30000 to 34999 (100%) had the highest Success percentage.*

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

*Some of the limitations of this dataset are that ~70% of the sample data collected are related to the entertainment industry. Although this might be a true representation of Kickstarter campaigns, having additional sample data from the other categories would allow us to get a better understanding of which categories are more successful than others. Also, there appears to be a lot of outliers between goals, categories, and target donations; which would assume that dataset skewed.*

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

*We could create additional tables for the categories and subcategories; especially of the top and bottom 3 categories. The table would include displaying the mean, median, max, min, and standard deviation to get a better understanding of the failed and successful campaigns. We could create a histogram of the goals to better visualize the outliers. Also, we could create tables and graphs excluding non-entertainment related categories to examine what makes these campaigns more successful than other categories.*