Challenge 1 Review Questions

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

Entertainment (theater, music, and film and video) are the most popular categories for crowdfunding campaigns. The largest amount of activity for campaign creation and donating generally occurs in the summer. Crowdfunding campaigns are significantly more popular in the US than in the other countries included in this data set.

1. What are some limitations of this dataset?

This data set includes a very limited number of countries, and the newest data is over four years old. Both of these factors, if updated, could really change the overall perception of crowdfunding campaigns as the pandemic of 2020+ changed a lot about the economy.

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

Looking at the length of run time for each campaign compared with the percent funded would give some insight to how effective these campaigns are, and we could further look into whether they earn more money initially or over time with increased marketing.