**Module 1 Challenge**

**Crowdfunding Campaigns**

**Question 1**

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

Three conclusions we can draw about crowdfunding campaigns are:

1. Most of the crowdfunding campaigns occur in the entertainment industry (theatre, film & video, music) with Plays receiving the most fundings.
2. Crowdfunding success is higher in the month of July.
3. In Australia, apart from theatre and film & video, technology received the most funding. If we investigate technology in Australia further, we find that web is the most successful.

**Question 2**

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

1. Size of dataset – considering the data set is for that many countries, I don’t think its size is big enough.
2. This dataset does not provide any information about **how** the campaigns were run, what platforms they used for outreach to get the money (eg web, social media, radio, emails etc).
3. There was not enough information (such as size, experience, number of staff) on the organisation raising the money which could also be factors of success or failure.

**Question 3**

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

1. Compare the countries’ crowdfunding success – This will tell us which country is crowdfunding more successful.
2. Years’ percentage funding – This will tell us in which year was crowdfunding most successful.
3. Analysis of start and end date (duration) against success rate.