Module 1 Challenge

Given the crowdfunding data for the campaigns we can conclude 1) that campaigns can be an effective way of raising money since more than half were successful in reaching their goals but not without risks, since out of the 1000 campaigns 364 failed and 57 were cancelled. 2) a lot of the campaigns begin during the second quarter of the year (Q2), which is between April and June. 3) Theater and its sub-category, plays, had overwhelmingly more campaigns compared to other categories and sub-categories.

The limitations to this dataset come from how diverse the outcomes are and there is no real pattern to see. Someone can’t come to a conclusive answer without having a specific question they need answered and one would need to delve deeper into the data to find it.

Another graph we can create that would give us valuable information would be a scatter plot showing the relationship between backers and funding. To see whether campaigns with more backers tend to have higher or lower funding goals and vice versa for failed campaigns.

I think the median better summarizes the data since there are so many outliers in the data and doesn’t represent the central tendency of the data which the median would.

As for viability I believe there is more viability with successful campaigns since about 73% are successful compared to the 25% that fail.