Module 1 Challenge

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

1. All campaigns with percentage funded below 100% were either failed or cancelled. All successful campaigns had percentage funded at or above 100%.
2. Theater/plays category was the most popular (parent category and sub-category both) of all campaigns with highest amount of pledged and number of backers. It also had the highest number of success, as well as fails and cancellations.
3. Crowdfunding has been steadily utilized over the decade as the number of backers and amount raised hasn’t changed year to year. Also, average number of days campaign lasted didn’t have any impact on the rate of success, fail or cancellation of campaigns.

|  |  |
| --- | --- |
| **outcome** | **Average days of campaign** |
| canceled | 15 |
| failed | 16 |
| successful | 15 |
| **Grand Total** | **15** |

* What are some limitations of this dataset?

The data lacks demographic information as it doesn’t include any information on age or gender. It also lacks geographic information as well and just lists countries.

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

As I was answering the first question, I looked at the total amount of amount funded and number of backers based on category and success/fail/cancellation rate. Adding a table and/or graph that shows the correlation of success/fail/cancellation rate based on the amount funded and number of backers would show which campaigns would yield most donations which category doesn’t – adjustments could be made based on these findings for better structures for later years.