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Module 1 Challenge Questions

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + Theater (and plays specifically) are the most popular type of fundraisers, though their ratio of failed to successful fundraisers is not better than other categories
  + From looking at the stacked bar chart, technology fundraisers seem to have the best ratio of success to failure—maybe we should try more fundraisers of this type (specifically web)
  + We seemed to have the most successful fundraisers in June and July, but saw a dip in successes from August-December
* What are some limitations of this dataset?
  + This dataset doesn’t take into account the cost of the fundraisers – some may be more expensive than others
  + Uses different currencies – so we’re not comparing the same values when we are looking at how much money each fundraiser made
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + We could create a new column on the pivot table that looks at outcome for each parent category called “Percent Successful” and see how successful each parent category is, regardless of how many campaigns they had
  + We could make a pivot bar chart that has outcomes by year to see if any particular year was less successful—maybe due to a compounding factor like COVID or a recession
  + Look at success rate by country or even state to see if there are any trends. We could do a pivot stacked bar chart similar to the ones made in the exercise, but put country into rows