Module 1 Questions

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

1. Most campaigns, whether canceled, failed, live, or successful, occur in July, towards the end of summer.
2. Of the campaigns, about half are successful, we observe 565 successful campaigns out of the 1000 total.
3. The low count of live campaigns clues us in that only a handful of campaigns are live around the same month of the year.

What are some limitations of this dataset?

1. Some years only show about one or two campaigns, while others have hundreds, this makes it harder for us to gather an accurate measure of what the true average is per year.
2. Our parent category defines our campaign types into only 9 categories, making this not the most accurate representation of all campaign types.

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

To help the accuracy of this data, we should insert a greater range per year of data as well as more categories of campaigns.