Module 1 Challenge\_Ayesha Rabb

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  1. The US had a higher success rate of crowdfunding campaigns.
  2. There were more successful crowdfunding campaigns in Theater, Film and Music categories.
  3. More successful campaigns were 5k-10k, 10k-15k, and greater than 50K.

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| **Count of outcome** | **Column Labels** |  |  |  |  |  |  |  |  |
| **Row Labels** | **AU** | **CA** | **CH** | **DK** | **GB** | **IT** | **US** | **(blank)** | **Grand Total** |
| canceled | 2 | 2 | 4 | 1 | 1 | 3 | 44 |  | 57 |
| failed | 16 | 19 | 6 | 12 | 18 | 19 | 274 |  | 364 |
| live | 1 | 1 | 1 | 1 | 1 |  | 9 |  | 14 |
| successful | 24 | 22 | 12 | 17 | 28 | 26 | 436 |  | 565 |
| (blank) |  |  |  |  |  |  |  |  |  |
| **Grand Total** | **43** | **44** | **23** | **31** | **48** | **48** | **763** |  | **1000** |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Count of outcome** | **Column Labels** |  |  |  |  |  |  |  |  |
|  | **successful** |  |  |  |  |  |  | **successful Total** | **Grand Total** |
| **Row Labels** | **AU** | **CA** | **CH** | **DK** | **GB** | **IT** | **US** |  |  |
| film & video | 6 | 3 | 3 | 4 | 7 | 3 | 76 | 102 | 102 |
| food | 1 |  |  |  | 4 |  | 17 | 22 | 22 |
| games | 2 |  | 1 | 1 | 2 | 1 | 14 | 21 | 21 |
| journalism |  |  |  |  |  |  | 4 | 4 | 4 |
| music | 2 | 5 | 2 | 1 | 6 | 4 | 79 | 99 | 99 |
| photography | 1 |  |  |  |  | 1 | 24 | 26 | 26 |
| publishing | 1 | 3 | 2 | 4 |  | 2 | 28 | 40 | 40 |
| technology | 5 | 4 | 1 |  | 4 | 5 | 45 | 64 | 64 |
| theater | 6 | 7 | 3 | 7 | 5 | 10 | 149 | 187 | 187 |
| **Grand Total** | **24** | **22** | **12** | **17** | **28** | **26** | **436** | **565** | **565** |

* What are some limitations of this dataset?
  + How much each backer donated individually vs on average?
  + What made some campaigns more successful?
  + Determine mode of communication and donation platforms
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

1. What category was more successful? Screenshot provided above.
2. Look at the times of year to see if the campaign corresponds with any national or worldwide events or causes.