# Module 1 – Crowdfunding

From the data provided, what are three insights we can infer about crowdfunding campaigns?

1 – Successful crowdfunding campaigns outnumber the combined total of failed, canceled, and ongoing campaigns. More than half of all initiatives successfully meet their funding targets.

2 – Theatre-related projects dominate in frequency, but their success rate is not higher than that of other categories.

3 – Neither a significant number of supporters nor modest financial targets ensure a campaign's success. Several initiatives with either low funding thresholds or high backer counts fail to achieve their funding goals.

What are the drawbacks of this dataset?

1 – The dataset does not standardize currencies across projects, leading to inconsistent measurements of funding goals and pledged amounts.

2 – The dataset omits backer satisfaction, which is crucial as a funded project that fails to deliver quality results could negatively impact future campaigns.

3 – The accuracy of data concerning ongoing ("live") campaigns is questionable. For example, some projects are marked as "live" despite having start and end dates spanning years, such as one starting and finishing in 2010 and another in 2015.

What additional tables or graphs could be developed, and what value would they add?

1 – A focus on the active duration of crowdfunding campaigns could help gauge the necessary time frame for achieving funding goals. A line graph comparing campaign durations—such as one-week, two-week, and longer campaigns—would be insightful.

2 – Analysis of the impact of being a “Staff Pick” or featured in the “Spotlight” could reveal whether these promotions significantly boost the likelihood of meeting funding goals.

3 – Upon normalizing the “Currency” data, visualizing the average donation per backer would be beneficial. This analysis could help forecast the required number of backers to reach funding goals, using a line graph to correlate campaign outcomes with average donations.