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Module 1 Challenge Report

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

Three conclusions that we can draw from this are that

1. Film & video, music, and theater are the most popular parent categories (PivotTable Category)
2. Plays is the most popular subcategory (PivotTable SubCategory)
3. July and June have the largest number of successful projects while the January, August, and December have the largest number of failed projects (PivotTable Date).

*What are some limitations of this dataset?*

Some limitations include the size and prestige of the company that is trying to promote the project because a larger/more popular company will have the brand recognition on their products so when they try to push their project on crowdfunding sites, more people are willing to back them up because the backers know that the project will be completed and can get a quality product out of it.

Another limitation is whether there were active updates on the projects. Crowdfunding sites usually have a place for status updates about the project. People are less likely to back up a project if their update posts are very spaced out or not active at all. On the other hand, if there is a consistent effort to bring the project to life by the project developers, then people are more likely to back the project knowing that it can be finished soon.

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

Some other possible tables and graphs could include the staff\_pick and spotlight category because there could be a correlation between staff\_pick/spotlight category and successful projects since they are more exposed on the websites and therefore more people will check out the project and possibly back the project.

Another possible graph we could include is the country with number of backers and currency because bigger and/richer countries may have more people who are willing to back the projects with their donations because they have more disposable incomes. There could be a possible correlation between bigger and/richer countries and successful projects.