Challenge 1 Crowdfunding Report

1. Given the data provided for this weekly challenge, the first conclusion that can be drawn in regards to crowdfunding campaigns, is that campaigns related to entertainment have many more successful campaigns than other categories. Film and video, music, and theater related campaigns dominate others and in some cases have 4 times the amount of successful campaigns. A second conclusion is that while the entertainment campaigns have the most successes, they also have the most failures. For example, while photographing only had 26 successful campaigns, their success rate was 62 percent as there were only 42 total campaigns. In comparison, film and video had 102 successes but out of 178 total efforts, gives them a 57 percent success rate. A third conclusion of the data can be seen through the time of year a campaign was successful or failed. The months of May, June, and July had significant peaks in terms of highest successes and lowest failures. Since this goes for all categories, you could potentially argue that timing is a real factor in whether your crowdfunding campaign is successful or not.
2. One possible limitation of the graph could be in relation to the economic standing of the countries where campaigns were either more or less successful. Some failed campaigns could have been a lack of overall available funds by possible backers rather than the idea or product itself.
3. An additional graph that would add visual eaze could be a pie graph. Specifically in relation to parent categories and successful outcomes. Seeing the overall dominance of entertainment campaigns in pie graph form could make the viewer able to easily digest just how many more of these campaigns received their funding compared to other categories.