Module 1 Challenge - Crowd Funding

1. a. Campaigns should set not their initial goal over $50,000. Projects with goals over $50,000 had the lowest success rate.

b. Campaigns in film & video is the best category to have a campaign based on the data, it appears to have the highest success rate.

c. June and July appear to be the best time to launch a campaign due to higher traffic and higher success rates.

2. Some limitations include the inability to categorize the blurb data set, which would ultimately narrow in and confirm if there is a “trick” and if certain “tricks” work only in certain countries or regions within a country.

3. We could create a formula that would give us the percentages amongst success, failed, cancelled and live count of each sub-category within each category. Then we could create a stacked-column pivot chart that visually analyzes and points which exact sub-category is the most successful campaign to date.