Module 1 Challenge: Crowdfunding Analysis Report

David Bartlett

Three conclusions we can gather from the crowdfunding campaign data is: 1. The Theater parent category has the most overall campaigns as well as successful campaigns out of the parent categories, 2. The Plays sub-category is the sub-category with the most overall campaigns as well as successful ones, and 3. There are more successful campaigns during the months of May through July.

One limitation of this data that we do not know the source of data. Is the information self-reported or from a third party? Also, we do not know if there was any outside costs related to the campaigns that may impact if they were successful or not.

Some other charts and graphs we could use to look at the data could be a clustered column chart as opposed to a stacked column chart, as well as a pie chart to visualize the percentage of failed, successful, canceled, and live campaigns.