Module 1 Challenge – David Girma

In this Crowdfunding exercise, after the analysis based on the outcome of the campaigns based on categories and year of creation, the following can be concluded:

1. The most popular parent categories: film & video, music and theater; all share a ~56% success rate for their campaigns (refer to *Parent Categories pivot chart*). This preference is mostly shared regardless of country.
   1. Food and games categories show from 43 to a 47% success rate.
   2. Photography, publishing and technology have a better success rate (>60%)
   3. A clear outlier is the journalism category with a perfect success rate, but it has only 4 campaigns registered across all countries.
2. Regarding the start date of the campaigns, we have in average 100 campaigns yearly from 2010 to 2019. This means that the person who provided the data had a clear intention of having evenly amount of data for every year.
   1. It also tells us that probably there was not much information available before 2010.
3. Start date: From 2010 to 2016 all share a ~50% success rate but then slightly incremented to 60% in the subsequent years (*refer to Year of Creation pivot chart*).

There is room for improvement regarding the data, as it shows some delimitations. These are heavily based on the conclusions explained before, but as the principal delimitation is the **country of origin of these campaigns**. I believe this data is strong if you are considerate developing a startup only locally in the US but is completely useless if your intentions are abroad. Getting more European data and classify it as “EU” to see potential differences across continent, and later we can focus on the European countries individually.

Other recommendation would be to gather information more evenly across categories, as this was the second delimitation I consider in this dataset. This applies as well with the subcategories, as there are only three parent categories with a broad subclassification: films & video, music and publishing, the latter being a not-so popular category.

Finally, as in suggestions for additional tables and/or graphs I would like to analyze pie charts regarding the most popular categories with good criteria as for the subcategories, there we can see if there is a variance or if the success rate is even across subcategories.