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Module 1 Challenge

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + The most popular parent category to try crowdfunding campaigns is theater. The parent category that couldn’t take off was journalism.
  + Within theater the most popular sub-category to try crowdfunding campaigns were plays.
  + The highest year in crowdfunding campaigns between 2009 and 2017 was 2015.
* What are some limitations of this dataset?
  + In these pivot tables were only looking at the status, but we’re not seeing which parent category or sub-category received the most pledges.
  + Also, which categories received the highest pledge.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + Identify which category had the best average donation.
  + Compare duration of the campaign by parent category and or sub-category.