**Module 1 Challenge – Report**

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1. **Given the provided data, what are three conclusions we can draw about crowdfunding campaigns?**

Three major points to take away from the data are 1) Plays draw in the most backers and potential funds, even when the projects fail, followed by a large followings in Music and Film/Video. 2) Journalism brings in the least amount of backers, despite having a high success rate. 3) The best time for a largely-backed fundraiser seems to be summer. Though potential for success depletes as the summer dwindles.

**2. What are some limitations of this dataset?**

Amount of backers per campaign was not a metric taken advantage of by the charting associated with this analysis. If the capital producing aspect of these campaigns are number of backers / number of successful campaigns, then the focus should be on the highest rate of backers and success by category and timeline. We don’t know in the charts how expensive or lofty the goals are.

What are the average anticipated funding goals by category? Is there a threshold amount that acts as a “sweet spot” for successful campaigns?

**3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**

We need to incorporate a chart that shows number of backers compared with amount raised on the foreground of success failure or cancellation. Categorizing successes by category may add some insight as to what types of campaigns draw the most backers, and of those backers, who are the most loyal.