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Module 1 Challenge

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Crowd Funding Book Questions

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

Film & video, theatre, and music are the most popular main category projects. Plays is the most popular sub category. Around June to July is when there is the most funding for projects.

1. What are some limitations of this dataset?

It is not easy visually compare each category relative to the grand total. For example, under the main category of theater there is a grand total of 344 projects whereas photography has 67. It is hard to compare the success to fail rate between the two categories.

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

Create pie charts to compare each category relative to their overall grand total. This way there could be an easier visual comparison across the categories.