**SMU Data Analytics Bootcamp | Module 1 Challenge | 02OCT2022**

**Garrett Kidd**

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

There are three conclusions we can draw from the crowdfunding campaigns. First, there appears to be no strong correlation between the total goal amount of fundraising and it’s likelihood of success. Although, for this sample of data, the success rates for fundraisers occurred within the middle portion of the sample, with fundraisers that had a goal of raising between $1000 and $34999. A second conclusion we can draw is that the Theatre category, and the Plays subcategory were vastly more popular and had higher success rates than any other category or subcategory. Thirdly, crowdfunding campaigns were most successful in the summer months of June and July, with a sharp drop of in success rate in August, and also an uptick in failure rate in the month of August as well.

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

Limitation of this dataset include that three quarters of it is sampled from the United States, and then about five other countries make up the last quarter of the data. This heavily skews the overall performance of the data in a way that favors behavior in the United States, and should be regarded when trying to make predictions with this data for other countries around the world. Furthermore, while there are a thousand records within the dataset, there is too much variance amongst the categories that all of the data can be divided in to. From Food Trucks to Jazz to Translations, I struggle to see how each of these crowdsourcing categories can be grouped together as a whole to make one dataset.

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

Additional tables and graphs that could be produced from the dataset include success and failure rates of types of crowdfunding by country, success and failure rates over time, separated by years. This information would provide insight in to how successful crowdfunding has been over the past ten years and in what countries at what times. This could be compared to the economic turbulence and rebound seen in the world market since the global recession of 2008.