Module 1 Crowdfunding Challenge

## Conclusions from this data:

1. Crowdfunding campaigns are more often successful than unsuccessful.
2. Plays are the most frequently crowdfunded project. Over 34% of the sample campaigns were plays, nearly double the next largest portion.
3. People are more likely to begin a crowdfunding project around the New Year and in the summer. However, this increase in frequency may not be statistically significant.

## Limitations of the data:

This data is obviously not real, as the blurb column provides no real information. If it were real, the blurb could be insightful to assist in further categorizing the campaigns.

The data only includes crowdfunding projects from the US, Canada, Great Britain, Denmark, Italy, China and Australia. This may or may not be a representative sample. Of the 1000 campaigns, 763 are in the United States. This leads me to believe that the sample is not representative of global crowdfunding campaigns and drawing conclusions will be difficult. If we only want analysis specific to campaigns in the US, we may be able to only use that data and get meaningful insight.

## Ideas for Further Analysis:

If we had more data, I would be interested in seeing the average donation per day of the campaign. I could chart to help see if more donations are given toward the beginning or the ending of the campaign. This could help people launching a crowdfunding campaign to know when they should do an extra marketing push.

Another table could pull only the campaigns that exceeded their goal for funding and sort by category. It would be interesting to see which category is most likely to exceed the campaign goal.