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12/5/2022

Module 1 Challenge

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

* Crowdfunding campaigns were most successful in July. June and May were the next most successful months to run a campaign.
* September was the month when the most campaigns failed.
* Theater/Plays were the most common category/sub-category to use crowdfunding campaigns.

1. What are some limitations to this dataset?

The dataset has 1,000 generated sample projects but it would be helpful to look at a much larger dataset to truly distinguish meaningful trends.

The dataset has campaigns that were started in 2010 up to 2019 which is a wide spread that may require a more nuanced approach.

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

It would be interesting to look at the average length of successful campaigns compared to campaigns that failed. This would give insights into how long someone should commit to running a campaign in they want it to be successful.

It would also be valuable to go deeper in exploring trends based on year and country. Different factors could be at play depending on the year and/or country where campaigns are held.