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Module 1 Challenge

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + There were 565 successful campaigns with the largest category being theater and film &

video

o   Journalism being the lowest category with only 4 successful campaigns

o   When analyzing the parent category, the summer months were higher than the fall and winter with August being the highest Pareto.

* What are some limitations of this dataset?
  + When reading over the initial assignment we are only analyzing 1,000 sample projects. The data seem skewed since we are only analyzing a small portion of crowding campaigns. Also, the data is over 10 years old. Some of the data is outdated and may not represent current crowdfunding. Also, could have compared data over each year in each category and subcategory.
  + When analyzing the data majority of the currency is American dollars are the majority of the campaign is based in the USA. It would have been nice to analyze 1,000 crowdfunding campaigns from each country to get a better understanding of the sample size.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + Tables that display pledged versus goals amounts. In the assignment, we calculated the average donation. It would have been interesting to see how much money companies needed people to pledge to kickstart their company.
  + Use tables to display what countries contributed the most to subcategories. When looking over the currency field majority of the dollars are American. It would be interesting to see what categories and subcategories each country contributes the most to get a better understanding of what interests countries versus others. This data can be used for different future crowdfunding analyses.