Challenge 1

12/21/2023

1. Categories of film and video and music have more successful fundraising than other general categories. Plays as a subcategory has also seen the most successful campaigns than any other subcategory. Additionally, July seems to be the best month to gain successful campaign goals and backers.
2. Limitations of this data is specificity of backers of the campaigns, where the money is coming from could provide more context on the market that campaigns could appeal to. The blurb column is helpful for understanding the backer, however, there needs to be categories of the kinds of backer to better understand why the backer donated to the campaign.
3. As stated above, a graph that indicates the kinds of backer that donated to each campaign would give the campaign a better understanding of why their project was successful, and how they can improve and optimize their campaigning strategies. Another pivot table and bar graph would allow this analysis to take place.