Module 1 Crowdfunding Written Report

1. Given the provided data, what are the three conclusions that we can draw about the crowdfunding campaigns?
   1. The category across all countries with the most campaigns is Theatre. The only subcategory for Theatre is Plays.
   2. The highest number of successful campaigns across all years and categories occur in the summer months of June and July.
   3. The data shows that across all years and categories represented the least number of successful campaigns and a high number of failed and canceled campaigns occur in the month of August.
2. What are some limitations of this datasets?
   1. The sample size of the data for each country and time period is very small. Because of the small sample size, the data may not be a good representation of the overall population.
   2. The data does not include some other factors that may affect the outcome of a campaign. Examples of some other factors include the marketing budget for the campaign, the platform used for crowdfunding, and data on donors.
3. What are some other possible tables and /or graphs that we could create and what additional value would they provide?
4. A graph of percent successful campaigns versus date created would allow us to determine the month with the highest probability of having a successful campaign.
5. A combo chart that includes a line and bar chart that will show the success rate in comparison to total time of campaign. It will allow us to determine what is a good length of time to run a campaign.
6. A line chart that shows the total donation amount on a monthly timeline. This would allow us to determine in what months the most money is being put into crowdfunding. We would be able to see if there is any relationship between holidays or seasons and people donating.