**Module 1: Questions**

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

By looking at pivot table 1, we can see that some categories of crowdfunding campaigns have higher success rates. For instance, journalism, publishing, and technology have over a 60% success rate while food and games both have a sub-50% success rate. When choosing a project to crowd-fund for, it would be beneficial to choose a category that has been historically successful. Additionally, we can also see that theater, film and video, and music have the most campaigns out of any category (344, 178, and 175 respectively) while also maintaining solid success rates ranging from 54.4% to 57.3%. – meaning these categories are also good fits for a crowdfunding platform. From Pivot Table 3, when looking on a month over month basis, we can see that some months might be better times to have a live campaign. In June, July, and September, the success rate is over 61.6% compared to the average success rate of 56.5%. Additionally, December has the lowest success rate of just 50%. A key to success could be choosing a month where people are more likely to donate than in others. Lastly, we can see that the majority of campaigns (54.6%) are asking for 1,000 – 9,999 dollars and 33% are asking for over 50,000 dollars. The campaigns asking for between 1,000 and 4,999 are extremely successful at 82.7% while those asking for more than 50,000 are only successful 37.4% of the time.

*What are some limitations of this dataset?*

This is a relatively small data set of only a 1,000 campaigns over a 10 -year period. If we want a better understanding of crowdfunding, we need to look at a larger data set as there are many more crowd-funding campaigns 100 a year. Additionally, this data set includes very little detail about what each crowdfunding campaign is about beyond the “blurb”. The success of a campaign can be determined by the marketing, descriptions, and how the campaign is presented to potential donors. Without that information, we are missing a valuable piece of information that can dramatically affect the success percentages.

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

The data stretches over a 10-year period. Adding a table and graph that shows success rates of the campaigns or campaigns divided by category over the 10 years would be very useful. Using the table, we could see how certain categories have been more popular or less popular over time so we can see which types of campaigns might be more successful today (compared to 10 years ago). While we made a stacked table that is filterable by country, creating more tables that are specifically focused on which countries are more likely to donate to certain categories would also be beneficial so projects can tailor their advertising to specific countries that might invest more heavily in technology or music, etc. campaigns.