Module 1 Challenge – Crowdfunding

1. Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
   1. Based on the data provided live performance art such as theater, music, and film/video are more likely to be successful than other categories as they have are the top 3 for successful campaigns.
   2. The month that a campaign is created has very little effect on the success of the campaign.
   3. Majority of Crowdfunding in based in the US.
2. What are some limitations of this dataset?
   1. The data can be skewed to show a higher success rate if the number of campaigns is a small amount verses a more popular campaign.
      1. I.E. – Journalism has an 100% success rate since all 4 campaigns have met their goal. Theater has a higher amount of successful campaign, but the success rate is lower due to the grand total of campaigns.
   2. Also, if the goal is lower, it can be achieved quicker than a higher goal. This data was not shown in the pivot tables that were created.
3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
   1. A table including the goal and the amount pledge as well as the date created/end. These will help provide a bigger picture to if goal size and the length a campaign runs helps the success rate.

Statistical Analysis

I feel the median shows a better summary of data. There are more variables with unsuccessful campaigns. It makes sense because of the wide variety of classifications.