**Module 1 Challenge**

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

1. Based on the category analysis, it seems like there is about 56% of the launches between successful and 36% of the launches being unsuccessful. The category theater happens to have the most crowdfunding projects with a total of 344 projects, and seems to have the most successful projects, followed by film & video, then music. The food, games, publish, and technology categories “failed” outcomes were about the same values, ranging from 20-28 outcomes, however technology happened to have the most successful outcomes compared to all three categories with a success rate of 64/96 or about 67%.
2. The subcategory plays happen to have the most crowdfunding projects, with 187 out of 1000 overall crowdfunding projects being successful. The next few most popular subcategories were rock, documentary, then web. The mobile games, and science fiction subcategories happened to have more failed outcomes, versus successful outcomes, with 62% being failed for the mobile game subcategory, and 64% of the science fiction subcategory being a fail.
3. There seems to be an increase in successful launches from April to July followed by a decrease in launches from July to August. The months that had the most successful campaigns happened to be June and July over the years 2010-2020, which would allow for us to believe that it may be a better time to launch a campaign in the months of June and July. Although there were no months that had more failed outcomes versus successful outcomes, the months that had the most failed outcomes were May and August, with a total of 41% failed outcomes.

**What are some limitations of this dataset?**

* Some limitations may include not having the data on why some campaigns ended up failing or being cancelled. This may allow us to have a better understanding of trends on why certain campaign categories may have failed, to provide a better gage on what backers’ interests are. For example, 132 of the failed campaign pledges were in the category of “theatre”, whereas 187 were successful. Was there a trend in the type of theater genre that had more fails versus successes?
* Another limitation could be the sample size, it could be that the sample that we decided to take happened to have more outcomes in the “theatre” category compared to normal. This may have skewed the data.
* Another limitation could be the lack of information regarding the location of the launch, as in the city and country the launch took place in. Or even data on what location the pledgers are from. This allows for us to understand which locations may have more interest in crowdfunding campaigns.

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

* If we were able to convert the “average donation” value to a standardized currency, it would be interesting to create a table and bar graph comparing average donations to parent categories and subcategories and assess which category happened to have the most donations.
* It would also be interesting to create a table and graph comparing average donations to months and years to see if there are certain years and months that campaigns on average receive more donations. Knowing the months that people received the most donation may help campaigners to determine when it would be best to launch a campaign.
* It would also be useful to create a table and line graph comparing the outcomes (failed, successful, live, and canceled) to the years, so we can see how many launches were created each year, and if there was a significant difference between the years.
* It would be useful to create a table and clustered column bar graph depicting the percentage failed and percentage successful outcomes compared to the categories and subcategories to have a better understanding of which categories and subcategories had more failed and more successful outcomes. If there were more failed than successful outcomes, it could allow us to decide which categories to possibly avoid launching in the future.