Module 1 Challenge Write-Up

1. Given the data, some conclusions that we can draw are that film, music, and theater crowdfunding campaigns are by far the most common. Of the music campaigns, we can that rock was the most popular. For films, we see that documentaries were the top choice and science fiction was the least popular and had the lowest success rate. We can also say that journalism is the least popular with only 4 total campaigns, yet all 4 were successful in reaching their goal. Another conclusion we can draw is that campaigns are most successful in the summertime months of June and July.
2. Some limitations to the dataset would be the number of campaigns outside of the US. Of the 1,000 campaigns reported in this dataset, over 750 of them are from the United States. This heavily biases our data conclusions to just within the US. Collecting more data from similar campaigns in other countries would allow us to draw more diverse conclusions.
3. Some additional tables and graphs that we should create include being able to look at the success vs fail rates of campaigns by the number of backers the program had and how much the average backer contributed to the campaigns success filtered by each category. I think doing this would give us good insight into how many backers and how much each backer should pledge for the campaign to be successful depending on the type of campaign.