Module 1 Homework

12-22-2022

**Crowdfunding Questions**

1. **Given the provided data, what are three conclusions we can draw about crowdfunding campaigns?**
   1. Crowdfunding in the Theatre category is the most successful, however there is also high risk with most cancellations and failures to meet funding goals.
   2. Approximately 36% of crowdfunding campaigns result in failure. On the other hand, 56% are successful.
   3. Crowdfunding is more successful in the warmer months, especially June and July but dips in August with the highest count of failures.
2. **What are some limitations of this dataset?**

A limitation of this data set is that it doesn’t answer to the reasons why crowdfunding fail and/or cancelled, which would be beneficial information to know in order to improve their campaign. I would also want to know why the backers choose to fund the initiatives that they do. These questions are not answered with the data that is presented.

It is also not easy data to comprehend for people who may not be as knowledgeable with crowdfunding. Questions may arise with what the column names represent.

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

Other possible graphs to create could be a pie chart to show the percentages of the outcome of crowdfunding to provide a quick glance of the bigger story- what percentage is successful vs failed.

Additionally, a pivot table/ chart can be made to reflect the average donation per category, which can show which category is the most ‘profitable’ with the larger sum of donations.