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Challenge 1 Report

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

1. The majority of the campaigns were successful (56.5%)

36.4% failed

5.7% were cancelled  
1.4% are currently live

1. Theatre Campaigns are the most attempted and most successful (by number of successes)

The only sub-category in Theatre is Plays, making Plays the single most popular campaign type

1. There are more campaigns in the winter and summer than in fall and spring

Peaks in January and July

Throughs in April and September

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

* In this dataset, we are missing the individual pledges from each backer, meaning that we cannot determine any information about that type of backer in each category. For example, we are forced to use the average donation made for each campaign to analyze the central tendencies of individuals, when the median could be a better metric if the distribution of backers is skewed.
* It is not mentioned whether monetary inflation was accounted for in the dataset

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

* Another table that we could create is one comparing the averages of Percent Funded for each Category. This could show us which category of campaign has historically been most efficient in terms of surpassing the goal.
* We did not create any tables or graphs that looked at the Country of the campaigns. Geolocational information can assist with processes such as resource allocation.