**Leslie Leiva**

**28AUG2023**

**Module 1 Challenge:** Crowdfunding Platforms Report

**Data Graphs**

Graph 1: Outcome Based on Category

Graph 2: Outcome Based on Sub-Category

Graph 3: Outcome Based on Month/Year

**Report:**

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + There is a spike in the number of successful campaigns between the months of June and July.
  + Journalism has the lowest number of crowdfunding campaigns.
  + The most popular category for crowdfunding happens to be theater specifically plays, but they also have the higher number of failed projects.
* What are some limitations of this dataset?
  + These graphs do not show how many donations each campaign raised and if there is a correlation between the number of donations and the different outcomes.
  + Based on this dataset, I cannot determine the timeline of the campaign and which categories are popular during a certain time period.
  + This data set does not contain the success rate per category or sub-category. For example, the theater category is popular for crowd funding, but the success rate of theater might be lower compared to other categories.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + A possible graph would be showing the success rate of each campaign category. I took it upon myself to quickly generate a “Success Rate” Column using the formula and a “Failure Rate” Column using the formula . Refer to the graph below that represent the success rate of categories. Based on the Category success rate, I can say that journalism is the most successful although it has the lowest Grand Total. I repeated this formula for the sub-category, and I found that within the Music category, the Audio and World Music success rate is 100%.

Graph 4: Category Success Rate

Graph 5: Sub-Category Success Rate

* + The initial report does not contain the average time between Date\_Created and Date\_ended which could affect the number of “Successful”, “Failed”, “Cancelled”, or “Live” projects. For example, if the project has a relatively long pledge period then it could lead to a higher number of failed projects compared to shorter periods.
  + If we can show the average number of donations per category, it can provide insight to any monetary factors that are associated with the campaign outcome.