12/13/2023

Challenge 1

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

Based on this data, it can be determined the following:

Most crowdfunding campaigns are successful than failed, live or live.

Theater category is the most prevalent. Theater plays subcategory has the highest number of pledged and percent funded.

The US and Canada have three mayor categories with a high success: film & video, music and theater. Theater plays, music rock, and film & video documentary are the subcategories with the highest percent funded for success projects. Failed projects have low percent funded.

It can be concluded that in the summer season, when more people tend to come outside, there is an outcome increase from June to July for successful projects.

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

The lack of information regarding the money invested and the sample size are relatively small.

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

A graph showing the Percent Funded result quarterly to have a better understanding if the campaigns reach their goal. A comparison table showing the average donation and outcome.