Challenge #1: Crowdfunding Analysis

Conclusions:

1. Crowdfunding campaigns in the theater, music, and film categories are the most popular and the most successfully funded types of campaigns.
2. Within the theater category, plays were by far the most popular and successfully funded campaign.
3. Crowdfunding campaigns are the most prevalent during the summer months.

Limitations:

1. The dataset is not particularly large relative to how many crowdfunding campaigns are held annually. More data would allow us to draw more conclusions.
2. We don’t have any information about what each group did to promote their campaign in terms of marketing or publicity.
3. We don’t know who is behind the campaigns and if they are people who already have a platform (i.e. celebrities) or ordinary people who do not already have a following.

Suggestions for Additional Tables or Graphs:

1. Create a line graph to explore correlation between how long the campaign was active and number of backers to see if length of time active attracts more backers.
2. Create a bar graph to look at average donation by sub-category to explore which types of campaigns receive the largest donations.
3. Create a line graph showing successful campaigns, timeframe they were active, and country to identify patterns among campaigns that were successful.