Module 1 Challenge

# Crowdfunding Campaign Analysis

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

1. “Plays” is the most popular sub-category for crowdfunding campaigns, accounting for 34% of the 1,000 campaigns in our sample.
2. June is the best month for a crowdfunding campaign with a success rate of 64%. August is the worst month with a success rate of 49%.
3. The most successful funding goals are between $15,000-$24,999 and $30,000-$34,999

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

1. Limited sample size
2. The source of the dataset is unknown. If it is from a single crowdfunding platform, it might not be representative of crowdfunding campaigns across all platforms.
3. Analysis for non-US campaigns will be limited since 76% of the data is from US campaigns.

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

1. Scatter plot to see if there is a relationship between the length of a campaign and average donation to help determine the optimal length for a campaign.
2. Line chart of outcomes by year to explore general trends in the popularity and success of crowdfunding campaigns over the years.
3. 100% stacked column chart of outcome by staff pick and outcome by spotlight to review the impact of staff picks and spotlights.