Module 1 - Assignment

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

Chance of success is higher in the earlier months of the year, peaking in June-July. Then percentage of success lowers throughout the year. I would attribute this to several factors, optimism tends to be higher earlier in the year, people and businesses often have more money to spend. Also, the chances of a campaign failing or being cancelled seems more likely the longer it drags out.

Plays are by far the largest subcategory, would be interested to investigate that and see if that category could be broken down better. Performance art and shows seem to be a majority of the campaigns. Which would lead me to believe that this data was taken from major metro areas like NYC or Chicago.

There is a much higher variance in the number of backers of a successful campaign. I think this makes sense due to there being an overall higher number of backers per successful campaign as well as amount of successful campaigns overall. This along with the chance of success analysis leads me to believe that the overall backer count in the first 6 months can be indicative of the eventual success or failure of the campaign.

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

I mentioned in my previous answer that I thought the data came from a major American Metro area. So it might not necessarily represent the entire population, the results could be very different in a different region or country.

The data also, as far as I can tell doesn’t indicate the backer count throughout the campaign. The ability to see that would be helpful in my previous answer regarding the ability to predict a successful campaign depending on the backer support in the first 6 months.

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

I think it would be interesting to see the lengths of campaigns vs some of the other variables like success or backer count. As I concluded earlier, a campaign seems to have a higher chance of being canceled based on how long it has run for. Also the ability to see timing of backers and how much was contributed and when could be very helpful in predicting success of a campaign.