**Module 1-Challenge**

**Crowdfunding Report**

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* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  1. It is observed from the Crowdfunding campaign that within the 9 parent categories, theater, film & video, and music are the three campaigns are outperforming compared to others. Which represents that audio and visual performing attracts majority of audiences based on sampled population. However, only journalism has 100% success rate but due to sample size (4) it is difficult to make any conclusion. The rest of the categories show a little over 50% success rate.
  2. The outcome based on sub-category presents that Plays is the most successful campaign sub-category among the 24 sub-categories. This is also representing the entire theatre parent category. In other words, the combined outcome of two parent categories such as music, and film & video is nearly the same as plays sub-category. It is also evident that both rock and indie rock play a significant role in music campaign outcome. Among the 24 sub-categories, only science fiction and mobile games have higher failing rate than success, however, due to small sample size it’s difficult to make any in-depth conclusion on that.
  3. The year-round outcome curve shows that the peak time for success count is June-July period but there is a sudden drop during July-August period. It also indicates that during August-September period, there is sudden drop for the failed campaign numbers. It can be concluded that the campaigns creation for the period of July-September are reduced.
* What are some limitations of this dataset?

As majority (76%) of the campaign samples are based on US among the 7 countries and increasing the number of campaigns from other countries would eliminate the biasness. In compared to 24 sub-categories, the sample size appears to be small. The journalism has only 4 campaign counts, and such small number makes it difficult to draw a concrete conclusion compared to other parent categories.

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

1. A bar graph showing crowdfunding initial goal, average pledge/donation, and success rate based on sub-categories can reveal how many successful projects are managed to acquire fund, and to identify what are the projects that do not meet the goal.
2. A yearly growth rate of categories and sub-categories could also show the growth trend. However, a parent category like Journalism would need additional samples to do that.