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Module 1 Challenge Report

Given the provided data and my completed analysis, I can draw the following conclusions:

1. Regardless of outcome, the top three campaign categories are (in order): Theater, Film & Video, and Music. This information was surprising to me as I was always under the impression that most kick-starter campaigns leaned more towards the technology category.
2. The most successful campaigns had these characteristics.
   1. Goals between $1000-$4999 (83% success rate)
      1. I know that goals of $15000-$19999, $20000-$24000, and $30000-$34000 have a 100% success rate but they have a small sample size which would make them outliers.
   2. Created/launched between March and July
   3. Fell in the categories of Film & Video and Theater
3. Over half (63%) of total successful and failed campaigns had donation goals of less than $25000, which tells me that more individuals are willing to support campaigns with lower goals than invest in campaigns with significantly larger goals.

Even though this is a very detailed data set that gives great insight, it still has some limitations. The most glaring limitation is that we do not have any data before 2010 with the oldest campaign being started in January of 2010 and the company was founded in 2009. Also, there are no data points after January of 2020. I would have liked to have seen Kickstarter campaigns that were started during the pandemic so we can see trends in campaign categories, monetary goals, number of backers, average donations, and whether they were successful. Another limitation I noticed is that there is not enough data on how the website is used in other countries. This could just be something uniquely American or that other countries have multiple different ways to crowdsource projects.

If I were to take this analysis a step further, I would like to compare the amount of each campaign goal and how it relates to the category that it is filed under. This would answer additional questions about what categories of campaigns ask for the most/least amount of funding and whether it lines up with the most popular categories of campaigns. To visualize this, I feel a bar graph would be appropriate. I would also like to have more information on the ages/ethnicity/gender of the individuals who are starting the campaigns because I have a feeling that there could be some noticeable trends in how those campaigns are funded based on those factors. To visualize this, I would like to compare age/ethnicity/gender to the outcome using a line graph.