

Module 1 Challenge
Written Report
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While looking at the data and graphs on surface level it is clear that the most popular type of crowdfunding category is Theater, comprising 34% of the total projects. Immediately following is Film & Video and Music. Although these three categories had the most projects in total it was the Technology category that has the highest success rate compared to the total number projects. Due to the low number of total projects for Journalism it is an outlier within that data set. In that regard, the theater category is also an outlier.

With the current data set and using the filters it shows that crowdfunding is most heavily used within the US compared to all other countries. Comparing launch dates takes an interesting turn with the steep decrease that happens between July and September in successful and failed projects.

The number of backers per project may have a correlation between projects that were successful versus failed. The average number of backers for successful projects was greater than the average number of backers for failed projects.

Additional data to consider reviewing is not only the ratio between successful, failed, and canceled in regards to funding goals but also in regards to categories. As mentioned earlier, the Theater category may have the largest total amount of projects but the Technology category had the highest ratio of successful projects over failed projects. Of course categories like Journalism would be an outlier in this regard due to their low amount of total projects.