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Module 1 Challenge Report

* What are the conclusions we can draw about crowd funding campaigns, given the provided data?

One conclusion we can draw from the provided data is that crowd funding campaigns are more likely to succeed that to fail. Another conclusion is that there are much more crowd funding campaigns in the US than in any other country, with the US having around 76% of all crowd funding campaigns. One conclusion we can draw is that there is little diversity in crowd funding campaigns, with a three out of nine categories accounting for nearly 70% of all created campaigns.

* What are some limitations of this data set?

One of the few limitations of this data set is that it only provides about 10 years of data, and about 100 campaigns per year. The data set is around three years old at this point so much more recent data is not being considered. Another limitation of this data set is that there is no indication of which website each campaign and associated data was pulled from.

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

One table that we could create would be a table to show the relation between the lifespan of a campaign and its outcome. This could provide data for how long someone should expect to run a campaign if they want to be successful or plan to avoid campaign strategies that would run along a timeframe that is more likely to fail. Another table we could create would be a table showing the average number of backers and average donation per category. This would show organizers which categories generally achieve a higher number of backers and how much people would potentially donate to a campaign.