Brief Report on Module 1 Assignment

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

1. The first and most obvious conclusion we can make based off the given data is that crowdfunding campaigns are more likely to succeed than fail. Of the given campaigns, 56.5% of them succeeded in reaching their goals. Many people would be willing to take a 50-50 chance on a crowdfunding effort.
2. The second conclusion is that the type of crowdfunding effort does not greatly affect the odds of success. For example, the most successful fundraising effort was for plays, but plays were also the most common fundraiser. Play fundraisers had a success rate of 54.4%, which does not greatly differ from the average. Most fundraisers shown in the data retained the around 56.5% success rate. This point can also be expanded to show that the country the fundraiser was held in does also not greatly affect the 56.5% success rate.
3. On Average, campaigns were more successful in the summer (May-Jul), and they begin to teeter off and have less success around the start of August.

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

One limitation of this dataset is that money is not tracked in the same currency across the data set. While this does not effect whether or not the fundraiser failed, it would make it difficult to make monetary comparisons. Another limitation is that we don’t track the largest/smallest donation. This value would show whether or not donations were successful due to large individual donations or a high amount of smaller donations.

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

We could use a modified box plot to show the outliers of the data set. We could use a histogram to display the percentage funded value. This would show how many fundraisers got to different levels of success.