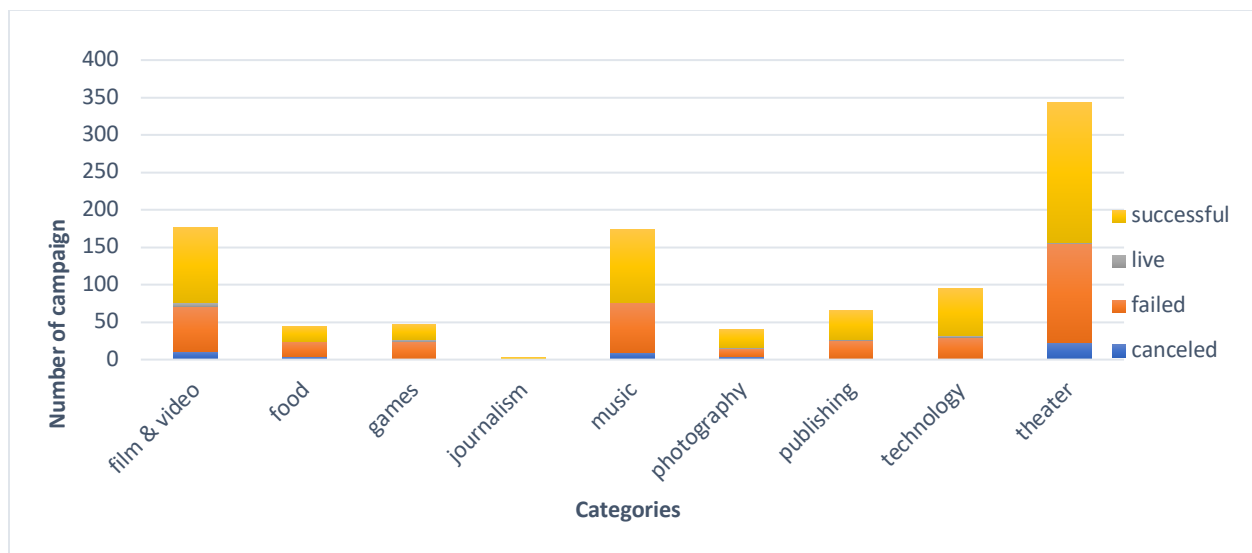


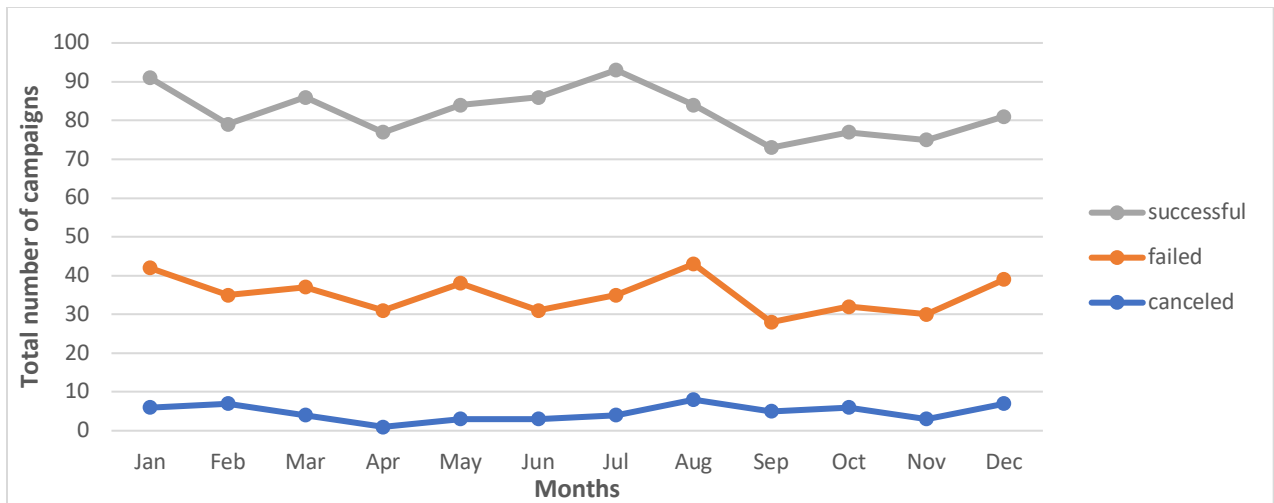
Module Challenge 1

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

- It is clearly visible in the graph 1 below that the theater category holds the largest number of campaigns. It holds about 34% of all the campaigns across nine different categories, from which the success rate is about 54.3% excluding the live campaigns in theater category. Following that film& video and music categories stand really close to each other, both holding about 17.8% and 17.5% respectively. Film & video has the highest success rate of 57.3% excluding live campaigns out of all the nine categories. This graph outlines that journalism is encompasses least number of campaigns which is 0.4% of the total campaigns.



- Graph 2 below demonstrates relationship between the outcome of the campaigns over the years 1970-2020. Overall, July has the greatest number of successful campaigns which stands at 93 and drops in September at the lowest stands at 73 campaigns a month.



- When closely observed the relationship between the goal funded and its success rate, the numbers showed that fund goal of 15000 to 24999 and 30000 to 34999 had 100% success rates. It could be interpreted that there may be a favourable range when budget/ goal allotted to the campaign. However, in saying that there may be more variables included in discussion to that.



2) What are some limitations of this dataset?

- 1) The data shown in the crowdfunding analysis project is until 2020 which is not recent enough to make any important calls or decisions, especially due to after covid phase.
- 2) The dataset also does not include all the critical information, variables that influence the success rate other than the nine categories and the percent funded and goal which could lead to biased decision making depending upon the limited number of categories provided.
- 3) The major limitation of this project is not defining the main goal or main questions that needs to be answered. General trends can be drawn out from the data, however, to make crowdfunding accomplish something, it needs to have specific set of questions and goals that needs to be fulfilled. So, data can be cleaned, processed and analyzed accordingly.

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

- Some other ways of creating graphs or tables are as follows,

- 1) Success rate per category and success rate per subcategory can be drawn out from the data through either bar charts or pie graphs to see only the contribution of successful campaigns.
- 2) Monthly outcome of campaigns per categories so that the patterns of seasonal and holiday associated campaigns can be recognized if any present. In other words, timeline provided to the particular category.
- 3) Comparison between countries for different categories can be done to determine taste of people all across the world and rendering them accordingly can be very helpful to the crowdfunding platforms.

- Use your data to determine whether the mean or the median better summarizes the data.

Median summarizes data better here because there is more variability in the successful group than the unsuccessful and definitely the data is not equally distributed.

- Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

According to the dataset, there is high variability observed in the successful groups.