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Module 1 Challenge – Crowdfunding Report

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

* The success of crowdfunding campaigns varies significantly by category. For example, "theater" campaigns have a notably high number of campaigns (344) and a relatively high success rate, with 187 successful campaigns out of 344. On the other hand, "journalism" campaigns have a lower number of campaigns (only 4) and all of them appear to be successful. This indicates that the success of a campaign may be influenced by the category it belongs to, with certain categories being more successful than others.

And for the sub-category, "plays" have a very high number of campaigns (344) and a high number of successful campaigns (187 out of 344). On the other hand, sub-categories like "fiction" and "metal" have lower success rates, with only a few campaigns reaching their funding goals. This suggests that the category of a campaign can influence its success, with some categories being more successful than others.

* There’s a positive connection between the funding goal and the number of successful campaigns. The data suggests that campaigns with higher funding goals may attract more sponsors/backers and have a better chance of success.
* It's essential to note that a significant number of campaigns fall into the "failed" and "canceled" categories. This highlights the inherent risks and challenges associated with crowdfunding. Campaigners should be prepared for the possibility of not meeting their funding goals and have contingency plans in place.

1. What are some limitations of this dataset?

* The dataset doesn’t provide insights into the marketing and promotion strategies used by campaigns.
* It covers a limited number of categories.

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

* Bar chart of success rates by category, it can help to identify which categories are more successful and which may need for improvement.
* Histogram of funding amounts for successful campaigns which can help to identify common funding ranges in different categories.
* Scatter plot of success rates vs. campaign duration will help to explore connection between the duration of a campaign and its success rate.