# Module 1 – Challenge Questions

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

1. The most popular category for crowdfunding campaigns is theater.
2. The most popular sub-category by far is plays.
3. Most campaigns over time have been successful.

* What are some limitations of this dataset?
  1. One of the limitations of the data set is that we don’t know where these campaigns were crowdfunded at, how many views it got compared to number of backers, and there are many countries not represented in the data set.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  1. Which campaigns were the most expensive, and were the failed campaigns more expensive on average? In this case, you would create a pivot table averaging the goal amount by campaign.
  2. You could also find if the time between the campaign creation and end date affects the success rate of campaigns. I would create a separate column taking the difference between the dates, then pull a Pivot Table to count successes and failures per length of time in days.
* Bonus:
* Use your data to determine whether the mean or the median better summarizes the data.
  1. Median
* Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?
  1. There is more variability with failed campaigns/ This makes sense because only failed campaigns could have absolutely no backers, and successful campaign will likely stop having backers once the goal is reached.