Module 1 Challenge

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

(1) The top three successful types of campaigns are under the parent categories: theater, film & video, and music. (2) The most successful sub-category campaign is plays. (3) Campaigns created in and after August are less likely to be successful.

1. What are some limitations of this dataset?

This is a small data sample. It hard to distinguish if the campaign was started by an individual or a company.

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

A table or graph that shows the average donation for successful campaigns based on the parent or subcategory.