Module 1 Challenge

Crowdfunding Report

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

Given this data the three conclusions we can draw are –

1. Campaigns with relatively smaller goals (between 1000 to 4999) have higher number of total campaigns, thus total higher number of successful campaigns.
2. Campaigns with larger goals (greater than 50000) have a greater percentage of failure.
3. Campaigns with median goals (between 15000 to 35000) have the highest percentage of success.

* What are some limitations of this dataset?

This data set included some information that were not very useful. For example, the information listed under “blurb” could be more cleaned.

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

We could create several more pivot tables or graphs with comparisons between successful campaigns in different categories and subcategories that were also compared with number of backers and how much goals they had.