Module 1 Challenge:

**Crowdfunding Report**

According to the data a crowdfunding campaign must have 3 elements to be successful and attract supporter.

1. Projects relating to the arts in the form of plays have higher rates of success.

Top 3 Categories:

* + - 1. Theater
      2. Film + Video
      3. Music

1. Projects that have a budget of $15,000-$25,000/ $30,000-$35,000 were fulfilled 100% of the time.
2. Projects that launched during the summer months of June/July have a greater opportunity to succeed.

**Limitations**

Although the arts were leading with higher success rates amongst other categories; most of these projects had a 50/50 chance to experience failure or success.

The lack of detailed information about the backer’s age, income, gender, and their location could have provided greater insight.

Additional tables/charts that focus on “country” could provide where in the world are crowdfunding campaigns most/least likely to be utilized. What projects and in what countries do campaigns experience success or failure.

**Statistical Analysis**

In my opinion the “mean” is a more accurate summary of the data. However, I am unable to come up with at clear concise conclusion on what projects backers enjoy supporting the most. Because there were more theater-based campaigns compared to other entries this generated more supporters. If the other industries increased their use of crowdfunding as a resource, I believe the data would be more well rounded.