**Module 1 Assignment Questions**

1. Given the provided data, what are three conclusions we can draw about crowdfunding campaigns?
   * Based on the provided data, most crowdfunding campaigns are successful in meeting their goal. Out the 1,000 campaigns analyzed, 57% (565) were successful, while 36% failed (364).
   * Excluding journalism campaigns, where there are only 4 data points, technology campaigns are the most successful at meeting their crowdfunding goal. 67% of technology campaigns were successful (64/96), while game campaigns were the least successful (44%).
   * Most crowdfunding campaigns are created in January and July (92 and 94 campaigns respectively). In terms of success however, July and September campaigns have the highest amount of success (62%).
2. What are some limitations of this dataset?
   * It’s a small sample of data. We are only analyzing 1,000 campaigns, so we are limited in the types of insights that we can gather from the data. For example, there are only 4 journalism campaigns in the data set, and while 100% of them were successful, this data is very limited and not statistically significant.
   * We don’t have any information about whether the sample of data is a representative sample. Do we have data from all the main players in the crowdfunding field? (Indiegogo, Kickstarter, GoFundMe, Patreon, CircleUp, etc..). Certain platforms might be more successful than others, so we need a representative sample to accurately identify the effectiveness of crowdfunding campaigns.
   * The data is outdated. Around 70% of the campaigns that we analyzed launched more than 5 years ago. With the digital landscape changing so quickly, the data might be very different today. We would need more current data to be able to determine the success of crowdfunding campaigns in today’s world.
3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
   * TABLE – Outcome by Category represented as % rather than count
     + One of the tables that we created shows the count of canceled/failed/live/successful campaigns by parent category. While this table is useful, it is hard to see which category has the most success. It might seem like theater campaigns have the most success based on the number of successful campaigns, but when you look at it from the perspective of % of total campaigns, a higher percentage of technology campaigns have been successful. Theater campaigns are just more prevalent in crowdfunding platforms. A table using % of total would give us this additional insight.
   * TABLE & BAR CHART – Outcome by Country
     + Based on the data provided, we know that most crowdfunding campaigns are successful in meeting their goal (57%). However, is this the case across different countries? Using the country field, we could look at the number of canceled, failed, live and successful campaigns by country to see if there are any geographical differences. This can be accomplished using a table and a bar chart.
   * TABLE - Successful vs. Unsuccessful Campaigns by Average Donation and Average Goal
     + An interesting table to create would be to look in aggregate at the average donation of successful campaigns vs. unsuccessful campaigns. Do successful campaigns have a higher average donation than unsuccessful campaigns? I would have thought so, but it looks like the average donation is similar for both groups (~$60). When you bring average goal into this table, failed campaigns have on average a goal of $65,000, while successful campaigns have an average goal of just $26,000. To me, this tells me that the successful campaigns were successful not because they were able to bring in a higher donation amount, but because they had more realistic/achievable goals. Creating this table provides us this additional interesting insight.