Sofia Pai

Module 1 Challenge

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

Almost more than half of the outcomes are successful. The higher the donation, the higher the success rate.

High successful rate from May to July and low fail rate in the respected time in correlation. However, the decrease successful rate from July to August shows that there must have less donation or lack of campaign fund.

Theatre and play have the highest number of failed and successful campaign. There must have a marketing team for the funds to roll in or it is what people are mostly paying attention to.

Q. What are some limitations of this dataset?

There is a lack of reasons for fails and canceled campaigns. The data is very wide and scattered so the correlation can be a bit harder to find.

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

A scatter plot can show the correlation of all the campaign categories and their successful/fail rate. It gives versatility and sees if there is a connection between each campaign and the funds, they received vs. those with little or no donations.

The mean summarizes the data better as it shows the average of backers that correlates to the success and fails. The successful campaigns have more variability than the failed ones. This makes sense because the range is very wide and the data is very scattered.