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**Class:** Bootcamp: UofM-VIRT-DATA-PT-12-2022-U-LOLC-MWTH

**Activity:** Module 1 Challenge

**Question 1:**

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

**Answer:**

1. Sub category “Plays” are the largest driver of crowdfunding projects, making 34% of all crowdfunding projects in the dataset, with a 54% success rate.
2. 90% of crowdfunded projects have either an under 10k goal or greater than 50k goal. Within those projects, projects under a 10k goal are more successful than those greater than a 50k goal by 27% (64% vs 37%). Due to a smaller sample size between 10k and 50k (10% of projects), I would lean towards projects under 10k to be the safer bet to go after crowdfunding.
3. Removing Journalism due to a low sample size, technology has the highest chance to meet crowdfunding goals at a rate of 67%.

**Question 2:**

What are some limitations of this dataset?

**Answer:**

We do not have the demographic of the backers (age, gender, ethnicity, etc) or the date the project started. Understanding the demographic of backers can help to know if your project should be targeted to a specific group or website. Understanding the date the project actually started can help those crowdfunding for projects know how early they should be requesting funding.

**Question 3:**

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

**Answer:**

Pie charts would help to determine subcategory success/failure within each parent category. Scatter plots would also help to visually demonstrate the concentration of crowdfunded projects by success/failure rate and date of projects.