**Module 1 Challenge**

**Crowdfunding Campaigns**

Conclusions:

Based on the information provided in the Crowdfunding Campaigns worksheet several conclusions can be drawn. Among them, the largest number of campaigns, 344 of the 1,000, involved the theater with 187 of those being successful campaigns. Also, the only category to have more failed than successful campaigns was mobile games. This sub-category attempted 13 campaigns with only 4 succeeding and one remaining alive. Interestingly the month the campaign was launched had little bearing on their success. Of the 565 successful campaigns the range of success varied between 41 in August and 58 in July.

Limitations:

As with any set of data there are limitations. No set can encompass everything. For this set of data concerning Crowdfunding Campaigns we note the following limitations;

The campaigns involve seven different countries each with different currencies. Therefore, the goal and pledged amounts are not equal. Without converting to a common currency, they should not be directly compared.

This set of data focuses on the type of campaigns and does not include information on how the campaigns were initiated and/or advertised to attract backers. Unless they were all initiated in the same way then the differences could have influenced the success of each campaign.

With this set of date success of a campaign was based on whether the goals were met. The question needs to ba asked if the goals were realistic to the type of campaign. If a goal was overstated for what the campaign would be capable of achieving then it was set up for failure from the beginning.

Other possible Tables and Graphs:

This exercise focused on the raw numbers of successes and failures. We could have taken it to the next step of calculating percentages of each for a clearer picture of how the campaigns performed. For instance, the US had more successes but also had more campaigns. Knowing what percentage of campaigns succeeded per Category and could help focus on an underserved area.

To account for the currency discrepancy we could have converted the other countries to a USD equivalent then computed the goal analysis for a better comparison.