Module 1 Questions

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

October and November were the most successful months to attain funds.

The most successful place that raised funds was at a play at the theater.

It can easily be seen which types of funding were successes, failures, or cancellations with the color coordinated

**What are some limitations of this dataset?**

Although you can easily see the successes and failures in the stacked dataset, it is hard to see the values they attain. Stacked charts can be difficult to read if there are more than a few layers.

Understanding and predicting where potential backers will spend their money to fund could be difficult, as each year there is a new fad or set of interests.

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

Using a cluster bar graph side by side for each parent category could be helpful in determining the success, failures, and canceled funds. Creating a graph that shows goals and actual funds could be helpful in the future to create more realistic goals. It would be helpful to have a chart with the donors in ascending order of largest fund, to know which group/individual, to ask first for further campaigns.