

Module 1 Challenge

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

Personally, I would say campaigns in the Arts tend to be more successful. Specifically, campaigns in theater, music, and film do better. Campaigns in Journalism offer little success. However, that may be due to the few numbers of campaigns. Also, you may be able to offer a correlation between Percent Funded and Successful outcomes.

- What are some limitations of this dataset?

Currently, there are only 9 industries that we are tracking campaigns in. There could be more successful campaigns in other industries.

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

Again, you may be able to offer a correlation between Percent Funded and Successful outcomes. I would be interested to know about the money made (profit) by the successful campaigns. What was the rate of return?