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Module 1 Challenge

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

1. Overall, the plats theater campaign was very successful. The plays campaigns have had the most success but also a lot of failed attempts. The success is above 50% compared to the number of failures and some were cancelled.
2. There is a high percentage of failed campaigns each month. Maybe finding the right target audience or produce different campaigns may increase the success. It is important to choose the right campaigns that will give the best results.
3. Film and video success rate has more than 50% compared to the cancelled and failed campaigns.

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

Some limitations include not getting enough information about the where. In the sense of, what platforms are being used to run these campaigns and where. This can help look at the trends and look for other outlets to run them. Marketing teams use that information to know how to where to adjust their budgets or and make any changes to the campaign. I also think that it pertinent to know who cancelled campaigns and why.

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

Looking at the where and who or why campaigns were cancelled