**Report**

* **Below are three conclusions we can draw about crowdfunding campaigns:**
  + **Launch Date Impact**: It seems that the launch date of campaigns did not have a significant impact on the success or failure of the campaigns. This suggests that success in crowdfunding campaigns may depend on factors other than the specific launch date.
  + **Platform Success**: Campaigns on the Theatre platform appeared to be the most successful, followed by Film & Video, and Music. This information suggests that allocating more resources or focusing on campaigns within these categories may lead to greater success in the future.
  + **Goal Range Success**: Campaigns with goals set in the range of $15,000 to $25,000 and $30,000 to $35,000 achieved a 100% success rate. This indicates that setting campaign goals within these specific ranges is a good strategy for ensuring campaign success in the future.
* **limitations of this dataset**
  + **Lack of Income Information:** The dataset does not include information about the income levels of the individuals being targeted by the crowdfunding campaigns. Knowing the income levels of the target audience can be crucial for understanding their capacity to contribute to campaigns and tailor the fundraising efforts accordingly.
  + **Limited Geographic Information:** The dataset does not specify whether the campaigns are targeting individuals in cities or towns or provide exact demographic location data. Geographic information can be important for understanding the geographical distribution of campaign supporters and tailoring campaigns to specific regions.
  + **Multiple Currencies**: The dataset includes campaigns with goals and pledged amounts in different currencies. This can make it challenging to accurately compare and analyze campaigns, as currency exchange rates may fluctuate. A standardized currency or a clear exchange rate conversion method would be helpful for making meaningful comparisons.
* **Here are some other possible tables and/or graphs that we could create, and additional value would they provide?**
  + **Country-specific Tables and Graphs:**
  + Table: Create a table that shows the success rates, average goals, and average pledged amounts for campaigns in different countries. This can help identify which countries have the most successful campaigns, as well as any regional variations in campaign performance.
  + Bar Graph: Visualize the success rates of campaigns in different countries through a bar graph. This can highlight which countries have the highest and lowest success rates, enabling us to focus efforts in specific regions.
  + **Campaign Duration Analysis:**
  + Line Graph: Create a line graph that shows the relationship between campaign duration (i.e., the number of days a campaign runs) and its success. This graph can help determine if there's an optimal campaign duration for success, or if ending a campaign early or late has an impact.
  + **Goal vs. Pledged Amount:**
  + Scatter Plot: Create a scatter plot to explore the relationship between the campaign goal and the amount pledged. This can help identify whether campaigns with higher goals tend to attract larger amounts of pledges.