**Module 1 Challenge – Jan 3rd, 2023**

Data Analysis Report

Given the provided data, we can draw the following conditions about crowdfunding campaigns:

* Out of all the countries in the data set, Theater is the parent category that has the highest number of campaigns overall, along with having the highest number of successful campaigns.
* The Sub-Category showcases that Plays have a lot of successful campaigns, compared to other campaigns. This is accurate across all countries, not just one. Whereas, World Music has only 3 campaigns in total, but their success rate is a 100%.
* From the monthly outcomes chart, we can see that July is the month that had highest number of successful campaigns. The number of successful campaigns increases during the months of May, June, and July, which after hitting peak, crashes in August and has the least amount of successful campaigns.

Some limitations of this data set are:

* Several countries are involved and they all have different rates of currencies. Therefore, when calculating the total money raised, the data would be skewed as its not the same conversion.
* Economical factors are important. Each country has it’s own set of priorities. Also, there are higher chances of more money being raised in countries where the financial status of the population is good.
* Lastly, all campaigns have their individual dates as to when they got launched and when they ended. The economic state of the campaign’s launch time (year) can affect how much money was raised. It would be more accurate to view and compare campaigns that were launched within the same time frame.

We can also create a stacked column pivot chart by individual countries to see how they compare to others. This would provide the analysis of what category has most successful campaigns. Also, creating a line chart that has specific time frames such has all campaigns created in the year 2010, 2011, 2012, etc. this would help showcase if a trend exists between the year and the amount of money raised as the years pass.