**Module 1 Challenge**

**Written Report**

* **Draws three conclusions from the data**

Theater crowdfunding campaigns have a notably higher success rate than other categories, with 187 successful campaigns out of 344.

The country produced 1000 projects, with dramas having the most successful outcomes at a 22% success rate.

Crowdfunding campaigns tend to be more successful during the summer months, as seen by higher success rates in June, July, and August compared to other months.

* **States limitations of the dataset**

The dataset analyzed has a limitation in the granularity of project size categories. This lack of detail may hinder in-depth analysis, particularly for projects between 10,000 and 14,999, which are represented by only nine instances. As a result, drawing robust conclusions about this range may be challenging. Similarly, some project size categories have small sample sizes, such as projects with 10,000 to 14,999 and 15,000 to 19,999, where there are only a few projects. This may result in less reliable insights. Additionally, the limited information available on projects with high goal amounts, as seen in the lack of representation in the "Greater than or equal to 50000" category, could skew the analysis of success rates for larger projects.

* **Suggestions for additional tables of graph**

There are several ways to visualize data that can provide valuable insights into a project or campaign's performance. Two popular methods are pie charts and scatter plots. One way to use a pie chart is to illustrate the distribution of project outcomes, such as success or failure rates. The pie chart can help stakeholders understand the overall success rate of the project and identify areas where improvements can be made.

Another way to use a scatter plot is to visualize the relationship between goal and pledged amounts. It can provide insight into the campaign's funding dynamics, such as whether higher goals correlate with lower percentages funded. This information can help assess funding feasibility.

A third way to use a scatter plot is to visualize the relationship between backers count and pledged amounts. It can help identify funding trends, such as whether projects with more backers tend to have higher pledge amounts. Understanding these trends can help project managers make informed decisions about structuring their campaigns to maximize funding.

**Submitted by: Arzoo Fatima**