Module 1 Challenge

**Crowdfunding campaign conclusions:**

1. Overall, 57% of companies reached desired goal.
2. Journalism and technology are the most successful ones with 100% (4/4) and 67% (64/96) respectively.
3. Games are the least successful with 48% rejection.
4. By country the most successful with 58% is GB and least is CA with 43%.
5. January the month with most failures while September the month with least.
6. July the month with most success while August the least.
7. Starting on January there is a downward trend in both success and failure towards December.
8. June and July are the best months to give it a go considering number of failures and number of successes.

**Limitations of dataset:**

* *There is no correlation between time given and goal*.

Some companies launched and their conversion date ended 2 days later while other companies had up to 59 days. So, it may have some inaccuracies.

* *The currency for each country is different.*

This should be all converted to the same value for a better and more accurate analysis.

**Tables/Graphs that can add value:**

* *Difference between launch day and deadline per country:*

So you can see how much time is given, for example, you could see better results for the US but the truth is they were given 20% more time to reach goal than CA.

* *Goal asked per country and industry:*

Same logic as the example above, maybe UK has a higher success rate but their overall goal is less, so it is easier to reach.