**Module 1 Challenge – Crowdfunding Campaigns**

**Conclusions**

* Whilst theatre campaigns are the most common technology campaigns have a higher percentage of success at 67%.
* Both food and game campaigns have the highest chance of failure at 43% and 48% respectively.
* Date campaign launched has no real bearing on success. Whilst campaigns launched in July have the most success on paper it’s only marginally more than the average of 83 with 94 successful campaigns.

**Limitations**

* Majority of the dataset comes from USA at 76% whilst all other countries are reasonably split evenly below 5%
* Data received only up to the year 2020.
* Data based on 1000 samples.
* Campaign descriptions do not match campaign categories.

**Other Possible Tables & Graphs**

* Bar graph comparing country raised versus successfully funded campaign.
* Line graph looking at length of campaign versus what percentage was successful or failed.
* Bar graph looking at which campaigns were spotlighted, or staff picked and the relation to the outcome.
* Bar graph looking at country compared to average donation amount.
* Scatter graph looking at total sum of goal compared to average individual donation amount.
* Bar graph looking at campaign category versus average donation amount.