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Written Report

The assignment aimed to learn how to analyze and organize data samples to figure out any trends. Along with improving my proficiency in using Microsoft Excel as a future analyst.

- **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**

One conclusion we can make is the campaign was most successful during the beginning and throughout the summer months. This is evident as a decline begins in August and a stagnation in the other months. Second conclusion the Theater, Podcast, and Film were more successful than the other venues. Hinting for future campaigns we can direct higher goals and expectations for it. The final assessment suggests that future campaigns should consider venturing into the music industry, particularly focusing on the rock genre.

The data set has limitations such as the absence of international campaigns and unclear information about the target demographic. For instance, the types of individuals who participate and their socio-economic backgrounds. Another chart option we could consider for visualizing data is a scatter plot.

A scatter plot can display points that provide a more accurate depiction of two variables. The two variables we are considering are our rates of success and rates of failure. It may assist us in improving our understanding of which months are most effective for future campaigns by analyzing our results more thoroughly. By reducing the number of projects hosted, time, effort, and potential project costs can be saved.