**C**rowdfunding **C**ampaigns

*Module 1 Challenge*

* Create a report in Microsoft Word, and answer the following questions:
  1. Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?

By analyzing the data with the actual pivot tables we can see that the top 3 projects with most outcome are the categories of Theater , Film & Video, Music, all of them having a visually proportional ration of success vs cancelations.

Taking in consideration the subcategory of this top 3 parent category the subcategory leading,in each of them, are Plays (theaters), Documentaries (film&videos) and Rock (music), where Plays are the most of the companies registered.

Considering the pivot table where shows the outcomes by dates, the most correlation I can see is that in the months of June, July were the months with most success, but mostly no correlation for analysis.

* 1. What are some limitations of this dataset?

It’s mostly focus into categories/outcome analysis, which as an initial analysis works to probably filter the top projects or the less common ones, it would work to aim for something not common and aim for it. But it has a limited quantity of variables and more can be consider at the time of correlate them in a more meaningful way, the information is there but not with this pivot tables variables chosen.

* 1. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

The relation between:

Failed vs success to se which categories has the less difference, and probably then

Know if the success its related because the percent founded or the relation between goal/pledge.

Or get the mean or median for the Goal/percent founded to see which category has more chances at the time of getting backers.

Backers vs goal and categories it may show if there is some correlation

And probably adding a filter of country and or variation through years