**Module 1 Challenge**

**Written analysis**

1. **Three conclusions from the data**

Conclusion 1: crowd funding campaigns are successful more than 50% (half) of the times

Conclusion 2: crow funding campaigns with funding goals ranging between $14,999 and $49,999 are successful. Chances of failure are high for campaigns with goals exceeding $49,999 and chances of failure are also high for campaigns targeting to raise $1,000-$14,999.

In summary, crowd funding campaign goals need to be high enough to attract contributions from backers, but targets need to be capped at a limit that is perceived as achievable.

Conclusion 3: Since 2014, the success in crowd funding campaigns exceeded failures. Within a given year, the months May to June appear to have high success. On the other hand, campaign success decreases at the beginning (Jan & Feb) and at the end of the year (Nov & Dec). Failure in crowd funding campaign is lowest during fall.

In summary, conducting crowd funding campaigns within the months of May to June and August to October is likely to result in success.

1. **Limitations**

The dataset is limited to selected crowd funding campaigns (food and entertainment), with data since 2010 and does not have annual breakdowns for years 2021 and 2022. Conclusions and inferences should be limited and considerate of these.

1. **Additional table/ graphs**
2. We can have table of outcome (rows) with count of goals filtered by parent and sb-category. This will allow us to see which campaign categories and sub-categories are most successful and which failed most.
3. We can adjust for the currency differences and compare the average donation raised by country and filtered by goals.

We can also visualize clustered column graph showing the average % funded by county. This can show us the countries with the highest success and failure.

1. **Statistical analysis**

The median is better to summarize the data as the data is skewed and the mean is affected by the extreme values.

The variability with successful campaigns is higher than the failed ones. It makes sense for the number of backers behind successful campaigns to vary as the campaigns attract various supporters from various areas.