**Module 1 Written Report**

There are multiple pieces of information we can conclude from the charts derived from the data in Crowdfunding.

Firstly, in a very simple look at it, you can see that as successful campaigns go up, the corresponding failed campaigns go down.

Secondly, we are able to see that in general, there are much more successful campaigns than there are failed ones.

Thirdly, if you look carefully you could see the “fine arts” such as Film, Music, Theater drew many more campaigns than the other categories, though with a bigger sample size this may prove differently.

Bonus, I noticed that the middle 3rd of the year on average had the most campaigns.

Some of the limitations that we can conclude with this data is that the people being shown these graphs might be wondering why “plays” outweighed every other category. If there was a way to show if campaigns were more successful if they had a longer duration or a shorter duration. Another limitation could be the type of pool the “backers” were picked from.

For additional graphs/tables, I think a really easy one to get people’s attention especially for percentages would be a nice simple pie graph showing the percentage of the “outcome” tab, though this would not provide much additional value.

For value, I think you would be able to add some type of graph showing the relationship between countries and the amount of campaigns that were successful or failed in that certain region. It may be beneficial to see which regions are worth spending more time in.