Module 1 Challenge

**Outcome Analysis**

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

1. From this dataset it would appear that crowdfunding campaigning is most popular among the entertainment industry.
2. From the outcome by category analysis, we can see that although some categories have significantly more campaigns, all categories have about the same rate of success; about 50-60%.
3. From the outcome by year, we can conclude that the month of the year is not very relevant to the success of crowdfunding campaigns.

## What are some limitations of this dataset?

* How was data collected
* Currencies differ
* Dates (years) vary a lot
* Certain columns needed a lot of cleaning and conversion

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

Another possible graph would be a scatter plot. It could be useful to visualize if there is a correlation between the success of a campaign and one or more of the variables, such as the category/sub-category and number of pledges or maybe certain time frame.