**Module 1 Challenge**

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

Based on the provided data, it is clearly to say that:

* It is noticeable that slightly more than 50% of Crowdfunding campaigns are success while around 36% are failed. Only a small number of those campaigns are canceled (5.7%) and 0.1% are still currently running.
* Theater (plays) attracts most of the investors across the world while Journalism (audio) tends to be the least attractive campaigns to the investors, respectively 34.4% and 0.4%. It leads to the fact that people are more likely to go out and watch a live performance rather than listening to the radio. In general, entertainment tends to get more people’s attention as other than Theater, the second and third highest numbers of crowdfunding campaigns are Music and Film & Videos.
* Investors are willing to invest with no preferred time of the year. However, crowdfunding campaigns which are created in June and July have more chance to be successful, and that ratio declines by the following months.

1. **What are some limitations of this dataset?**

* One of the limitations of this dataset is the demographics. It only covers a few numbers of countries (7), and they are all from Europe and America. There is no country from the rest of the world.
* The collected data are sourced in several different currencies, which makes it difficult to make any comparisons regarding to financial aspects.

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

* We could also create a bar chart showing the relationship between the outcomes and the length of the campaigns to see how the lengths of a campaign impacts on its outcome.
* Another possible option is we can create a pivot table to count how many campaigns were successful, failed, or cancelled, or are currently live per Country. It would provide us an overview of the number of campaigns in a country, and how likely they become successful.   
  (For example, US is the country which has the most crowdfunding campaigns (76.3%) which the successful rate of 57.14%).
* Other than showing the number of outcomes across Category or Sub-category, we can create a table and a graph showing the outcomes percentages instead.
* We can also create a table and graph showing the numbers of investors/backers across different categories or sub-categories or average donation across campaigns outcomes (if we can convert all different currencies into one, for example USD)