**Module 1 Challenge: Crowdfunding analysis Report**

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

With the data provided, the three conclusions that can be drawn are –

1. The parent category of ‘theatre’ has the highest number of campaigns(34% of the total campaigns) in which 54% of the campaigns are successful. Journalism is the category with the lowest number of campaigns but with a 100% success rate. ‘Games’ has the highest failures at 48%. The USA has run the most number of crowdfunding campaigns. Switzerland(CH) has the lowest campaigns as seen from the data.
2. The sub-category of ‘plays’ (Parent Category: ‘theatre’) has the highest number of campaigns(389) out of which 55% are successful. The sub-category ‘world music’ of the parent category ‘music’ is the one with the least number of campaigns with 100% being successful. Most of the categories and sub-categories have more successful campaigns than failed ones which indicates that most of the campaigns are funded well.
3. The month of July has the highest number of campaigns(94) throughout the years. The most successful campaigns were in July, but June has more success rate in its campaigns which is 63% and the highest failed campaigns were in January if we consider all the years of available data. The year 2010 has the highest number of campaigns (108) so far. There is no particular trend in the campaigns year by year, as there are a lot of variations in the number of campaigns. The category ‘theatre’ has consistently done well in all the years.

* What are some limitations of this dataset?

Some of the limitations that I find are, the ‘staff\_pick’ and ‘spotlight’ columns have Boolean values but we do not know what they are for. Blurb is also one such column which has certain phrases which do not really help in any analysis and we do not know what it is for.

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

We could create -

1. A pie chart with the column ‘country’ and ‘Percent Funded’. It will give us an idea of how well-funded the campaigns are in different countries.
2. A scatter plot to see the distribution of the backer count.
3. A scatter plot or bar graph to see the distribution of the ‘pledged’ amount against the ‘name’.