Written Report, Module 1 Challenge

1. Three conclusions that I was able draw via the pivot tables and pivot charts created would be:
   1. Crowdfunding campaigns launched in July were the most successful.
   2. Crowdfunding campaigns launched in August and May were the most unsuccessful.
   3. Crowdfunding campaigns launched in April had the least number of cancellations.
2. Some limitations of this data set would be that it is a limited data size. In addition to that it appears that a large portion of the crowdfunding campaigns in this pool are theaters/plays and that may skew the data in the sample and doesn’t allow for as much diversity in the sample. Another limitation is that majority of the campaigns in this sample are in the US, although there are other countries from across the world, the vast majority are still in the US.
3. I think some other data tables/charts that would be useful to look at would be some of the financial information. For example, what percentage was funded compared to the goal for all outcomes for the crowdfunding campaigns. I think that would help paint a clear picture in regards funding and the impact it has on the success of a campaign. I think another interesting thing to look at would be the amount of money raised in different currencies for the different outcomes as well and how that affected the success of the campaigns.