**Written Report - Module 1 Challenge**

UTOR-VIRT-DATA-PT-08-2023-U-LOLC-MTTH(B)

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

The three conclusions I drew about the crowdfunding campaigns were as follows:

* 1. Category Impact: Since delving into the data, a remarkable pattern has emerged, demonstrating that success in crowdfunding is not uniformly distributed across categories. It's akin to noticing a change at the branch level; the impact is felt.
  2. Funding Goals Matter: Much like credit decisions, where guidelines are followed, the setting of realistic funding goals is paramount. The data clearly speaks to a correlation between achievable goals and success.
  3. Average Donation's Influence: Trust plays a vital role in relationships, and the same can be said about the average donation. It's the leap of faith that backers take, and its impact on success cannot be overlooked.

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

I found two limitations in this dataset:

* 1. Temporal and Geographic Constraints: It's like a client's journey without a timeline or location; the insights are valuable but not complete.
  2. Absence of Certain Insights: Just as you would look beyond the credit score, sometimes we need to delve deeper into the data. The lack of information on marketing strategies and other vital aspects limits our understanding.

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

If presented the opportunity to explore further, the following could provide added value.

* 1. Time-Based Analysis: A line graph showing trends over time, giving us a glimpse into how the crowdfunding landscape has evolved.
  2. Geographical Insights: Heat maps to understand regional success, because sometimes location matters, just like choosing the right branch.
  3. Deeper Correlations: Correlation matrices to unearth hidden connections, because like in banking, understanding the intricate relationships helps in making informed decisions.