# Module 1 – Crowdfunding Book

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

* We can conclude that there are more successful crowdfunding campaigns during the summer months beginning with May and tapering down to the average in August.
* There are considerably less failed crowdfunding campaigns during the fall months of September to November
* The cancellation of crowdfunding campaigns has no relation to the time of year.

## What are some limitations of this dataset?

* Data is taken from a select few countries and may not be a fit representation of crowdfunding campaigns from other parts of the world such as Asia, Africa or South America. The dataset is also heavily skewed towards the North American demographic as 80.7% of the data are taken from Canada and the United States. The remaining 19.3% of data was taken from Europe and Australia.

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

* We could create a table/graph that gives us the rate campaigns being successful whether it has been featured as a “staff pick”, or “spotlight”. This will tell us if being featured gives the campaign an edge over other campaigns that are not.