Module 1 Written Report

From the data given in the pivot table it can be seen that the number of successful campaigns are greater than failed and canceled campaigns. The best months for the successful campaigns were the months of June and July while the least failed campaigns were in September and October. It can also be concluded that none of the months had a canceled campaign of over 10.

Some limitation to this data set is that it seems to be limited to one year which may not show the complete trend analysis for the outcomes. The data only has three outcomes and two end outcomes not giving us information on why campaigns failed, were successful or what reason campaigns were canceled.

We could create a table based on how many donations were given based on the time frame from launch time to deadline and how long that time was. If it benefits to have a longer time frame for each campaign or if it even impacts the goals. It could help in future campaigns to schedule longer/shorter campaigns for a better outcome.