**Module 1 Challenge Written Report**

Three conclusions to draw about crowdfunding campaigns are as follows:

1. Overall, there are more successful campaigns (565 events) than failed ones (364 events).
2. By categories, the most crowdfunding campaigns are in “theater” or specifically, “plays” (344 events), whereas the least are in “journalism”, or specifically, “audio” (4 events). The category of “journalism” had the highest success rate (4 successful out of 4 events).
3. The success rate of crowdfunding is generally the highest in the months of June and July, but the difference is not too significant from month to month. Whereas the number of cancelled events did not seem to have a strong correlation to the month of the year the event was held.

Some limitations of dataset are as follows:

1. The crowdfunding data may be strongly swayed by the culture and ethnicity of the country of US as US took part in majority of these crowdfunding campaigns (763 out of 1000 events). Unless the study is focused more on the campaign market in the US, the data needs to be more diverse in other countries.
2. The data spanned between 2010 and 2020, while only 2 data points were collected for 2020. If one were to make a decision that would be reflective of the current market, the data in 2010 would be less relevant as technology and economy can progress significantly within ten years. Thus, it may be more meaningful to focus collecting data in more recent years, that is, from 2020 onwards.
3. The success of the crowdfunding can also depend largely on the advertising and the popularity of the celebrities or content creators. These are important factors to be considered as well. Hence, information such as advertising platforms, and the name of the celebrity should be accounted for in data collection.

Suggestions for other tables/graphs and their additional values are summarized below:

1. It can be worthwhile to investigate the crowdfunding duration and how it affects its success rate. One can evaluate “duration” by calculating the difference between the start and the end date of the event. Then construct a pivot table and chart with “duration” being the row and “outcome” being the column and value, to examine this relationship.
2. It could also be worthwhile to make a pivot table and chart that shows the sum of backers with their corresponding countries. This is to explore where most of the backers are located and may be useful for future crowdfunding projects.