**Module 1 Challenge Report**

Based on the provided data along, there are 3 conclusions that can be drawn about crowdfunding campaigns:

1. July appears to be the slightly more successful month overall, with the highest number of average successful compared to the other months. However, looking at the whole year, there is no clear advantage in choosing a different month of the year to launch a crowdfunding campaign.
2. The “Arts” genre appears to be the most popular type of crowdfunding campaign, with theatre, publishing, photography, music, film, and video being the majority of campaigns. The US also has the highest proportion of campaigns, taking up 763 campaigns out of the 1000 in the dataset. China on the other hand is the least popular country for crowdfunding campaigns, therefore there a higher chance of success in the US for campaigns given the number of available backers and publicity crowdfunding gets in the country.
3. Journalism has the lowest number of campaigns per category but has a success rate of 100%. Theatre has the highest number of campaigns per category but also concurrently has the highest number of cancellations, which shows a rather saturated category.

Limitations of the dataset:

1. This dataset has some deficiencies in data measurements, such as missing data on backer’s background information like age group, ethnicity, gender, and industry of interest.
2. This dataset also does not attempt to explain why certain projects that are live are still significantly underfunded.

Additional tables/graphs:

1. Additional data via pivot tables and line graphs to show the success rate per category and subcategory can prove to be useful in determining which category has the highest chance of success.
2. Another good area of focus would be to find out which category and subcategory has the greatest number of backers to determine what the market trend is and what backers are looking for. A pivot table and line chart showing the number of backers per category and subcategory would be very useful in determining that.
3. A simple graph to show the relationship between the outcome and the percent funded would also be useful, as this shows the minimum financial backing that is required for a successful campaign is 100% of the goal target.

Bonus Statistical Analysis:

1. The mean shows a better summary of the data, as it shows that the successful campaigns have a higher average number of backers compared to the unsuccessful campaigns.
2. The data shows large variability between the successful and unsuccessful campaigns. However, a close look at the standard deviation shows that there’s not too much a difference on the relationship between the number of backers and the outcome of the crowdfunding campaign. The max value of the unsuccessful campaign is still pretty large as well compared to the max value of the successful campaign, showing that a high number of backers does not guarantee the outcome of the campaign.