Module 1 Challenge

1. Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
   1. About 57% of the campaigns were successful
   2. Higher percentage of campaigns were successful during the middle months of the year
   3. Theater had the most Parent Categories with 319 campaigns, however Technology & Photography had the highest successful outcomes with 70% a piece.
2. What are some limitations of this dataset?
   1. I believe not seeing the reason why a success was failed. If you have this information then maybe you can summarize and improve the campaign to help it become successful.
3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
   1. I think we could show other relationships with the data. We could summarize with pivot tables or graphs displaying relationship of Parent Category & Success/Fail rate. We can also maybe see success rates for parent category from 2010 – 2020 to see if success rates increased over time, then there can be more focused on state of time.