**Module 1 Challenge**

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

1. The parent category Theatre had the highest frequency of data of all categories. Additionally, this yielded the highest counts of success in addition to the highest counts of failure.
2. The month with the max number of campaigns, having the most success at that, took place in July. This could be due to the summer months and the time to investigate and fund Kickstarter campaigns.
3. Projects with goals between $15,000 and $34,999 had some of the lowest total backers, but some of the highest successes. This may lend the notion that the little amount of people who backed these projects felt a sense of support for these mid-tier projects.

**What are some limitations of this dataset?**

The range of prices are obscure. For example, a project that requests $1,000 is in the same range as a project that is nearly $5,000, which is roughly 5x the starting point of the range. Additionally, it is not said what the demographic of backers is which could provide further insight into trends and backing of projects.

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

Though we see a stacked bar graph of the success or lack of for parent categories, a pie chart could visualize this data to show overall percentage or success or failure of these categories. This could help provide clarity to backers on which categories succeed for crowdfunding. Additionally, showcasing the duration of these crowdfunding and compare it to the success in a bar chart. This could show that setting a goal to end too soon may be a detriment to the overall success of the project.