**Module 1 Challenge – Maria Ibarra Prado**

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

* Theater campaigns are the most prevalent campaigns in the dataset and account for more than 1/3 of the analyzed campaigns followed by Film & Video and music categories. Journalism, on the other hand, is the least widespread category in the dataset.
* About 50% of all the crowdfunding campaigns in the dataset were successful. Technology, photography, and publishing categories have the highest amount of successfully backed campaigns compared to the total number of campaigns within each category.
* The subcategory “Plays” is the most predominant subcategory in the study, accounting for more than 1/3 of all the crowdfunding campaigns, and more than half of these campaigns were successful.
* Jun and July are the months where most campaigns are launched and are also the months where campaigns have the highest chances to be successfully backed. On the other hand, campaigns launched in August tend to fail more than during the two previous months.

1. What are some limitations of this dataset?

* It is not possible to know from the dataset if the data is from one specific crowdfunding platform or from multiple ones. It would be difficult to answer questions where we want to know if certain campaigns are more or less successful than others depending on the platform where they are published.

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

* Count of campaigns filtered by country of origin. We could know if the campaigns of a country are more likely to be successful, canceled or failed.
* A chart comparing successful versus spotlighted campaigns. This would help to unveil if spotlighting a campaign has an influence over the outcome and how strong is the influence and if there are significant differences determined by the category or subcategory of the project.