

Module 1 Challenge
Written Report
By Monica Mitry

- Presents a cohesive written analysis that:
 - Draws three conclusions from the data (10 points)
 - States limitations of the dataset and suggestions for additional tables or graphs (10 points)

- Create a report in Microsoft Word, and answer the following questions:
 - Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
 - What are some limitations of this dataset?
 - What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

While looking at the data and graphs on surface level it is clear that the most popular type of crowdfunding category is Theater, comprising 34% of the total projects. Immediately following is Film & Video and Music. Although these three categories had the most projects in total it was the Technology category that has the highest success rate compared to the total number projects. Due to the low number of total projects for Journalism it is an outlier within that data set. In that regard, the theater category is also an outlier.

With the current data set and using the filters it shows that crowdfunding is most heavily used within the US compared to all other countries. Comparing launch dates takes an interesting turn with the steep decrease that happens between July and September in successful and failed projects.