**Module 1 Challenge**

**Written Report**

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

Based on this data, we can draw three conclusions:

1. July is always a very successful month, while April is consistently a month of cancellations/not met their goal as well as the success rate is not active as the other months.
2. Theaters, especially plays, were the top funded item throughout all the countries. It also has the highest cancellations but proves that the population’s major interest is in this field.
3. The top 3 successful areas were all categories that do not involve the users’ participation. Film & video, music, theater.

What are some limitations of this dataset?

Yearly breakdowns of the outcome of the categories/sub-categories can help read the trend further. This can also be enhanced if there were data of the clientele’s targeted age groups.

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

To further research to extend the spread of the crowdfund, it may be beneficial to analyze the most and least invested categories based on country to create a marketing scheme to meet area focused targets.

Also, the correlation of the duration of the projects compared to the outcome can be created to investigate how much time and manpower should be invested to maximize the effectiveness.