Module 1 Challenge Conclusions:

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

1. With the exception of GB every country had majority of crowdfunding campaigns focused on the category of theater. GB’s leader was film and video.
2. Plays were the most popular subcategory of crowdfunding campaign across all counties.
3. August was the most difficult month Theater crowdfunding campaign’s with more campaigns failing then succeeding. August was however the best month for Film & Video campaigns.

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

There are a few limitations to this dataset, certain countries such as DK and GB have such a limited number of crowdfunding campaigns in many subcategories to draw any sort of meaningful conclusion often times just one campaign over more than a decade. The number of crowdfunding campaigns for the subcategory plays is an outlier creating the impression that theater is by far the most popular crowdfunding campaign. Food also only has one subcategory all data from food is coming from food trucks, while other categories have multiple subcategories so before you split it between subcategories you do not have a clear picture of this from the pivot table.

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

In addition to the graph’s we created we could create a graph that compares the average donation by category and subcategories. This would help clearly show if there was more money being spend on a specific category or subcategory of crowdfunding campaigns. We could also create a line graph by year based on donation amount to illustrate if the average donation is increasing or decreasing across the decade, or by month to help determine what month might have the highest average donation amount.

We could also create a pie chart to illustrate the percentage of campaigns or donations made to a specific category or by category to show the percentage of campaigns for a subcategory in a parent category.

Statistical Analysis Takeaways

* The median is a better representation to summarize the data. Since the variance and standard deviation are so high we know there are outliers and we can tell the data isn’t consistent. The mean is being forced unproportionally in the higher direction.
* There is more variation in the successfully completed crowdfunding campaigns, most likely due to some campaigns having a higher number of donors.