* Module 1 Challenge Questions:
  + *Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?*
    - As many campaigns goals failed as were successful. Re-evaluation of goals is required.
    - The most successful amount for donations is $15,000 to $25,000.
    - Theatre is the most donated to category. The Theatre generates almost double the next category. This is across all countries.
    - The May, June, July months are the most successful months for campaign donations. August is not a good month for donations.
    - Less than 10% of all campaigns were canceled.
  + *What are some limitations of this dataset?*
    - The dataset does not standardize the donation value to a singular country funds (i.e.: US$). Different countries currency have different monetary value. The true value of the donations is not completely reflective of the actual monetary value. Some countries may have different donation spending trends based on currency value.
    - Locations are by country, which is too broad. For example, not all of the country will donate to the same products.
    - Categories and sub-categories are too broad. It should be broken down further ie: Theatre->Plays->Genre.
  + *What are some other possible tables and/or graphs that we could create, and what additional value would they provide?*
    - Standardize the currency. Add a currency conversion column.
    - Expand to more localized location than just country. Add states, provinces, territories, cities etc. columns.
    - Expand on categories, sub-categories to make it more granular.
* Statistical Analysis:

The Median is a more accurate measurement as the standard deviation is very large for this dataset. With a large standard deviation, the median represents more accurately the “average” distribution of the dataset than the mean.