**Module 1 Challenge Report**

**Three Conclusions:**

* There are many conclusions that can be drawn from this dataset given the vast amount of data and the number of metrics used. The entertainment segment saw the most backers pledging funds with sub-categories such as Plays having most crowdfunding projects even though the technology category had the best success rate.
* Another conclusion that stood out was the fact that the USA had the most projects at a staggering 763 in total, which is more than all the other countries combined.
* Pledged funds did provide an insight on the success rate of projects; pledged funds between 15,000 and 49,999 saw the highest success rate in contrast to the lowest success rate being for projects with funds between 10,000 - 20,000 and greater than 50,000.

**Limitations:**

* It was difficult to draw conclusions based on time as the dates were not organized in a yearly format, there were multiple options for each year with different months and had a time stamp which distorted the metric even more. Formatting this to would make for more productive conclusions to be drawn from the data provided.
* Using a common currency to evaluate the data would allow for better conclusions to be drawn as to the true value of the funds pledged for the various crowdfunding projects.
* Evaluating the demographics of the backers and their employment and financial background could provide more insights.

**Additional Tables/Graphs:**

* A table converting each country’s total pledged funds in one currency could help determine the true valuation of the funds and provide more accurate comparisons from the data.
* A box and whiskers chart using the median and interquartile range along with the outliers will provide more insight on the variability of the dataset.

**The median would summarize the Data better as there are many outliers in the dataset which can misconstrue the conclusions of the mean as the standard deviation and variance suggest.**

**The variability is high for both but is higher in successful projects. This conclusion can be drawn by evaluating the variance which is significantly higher than that of unsuccessful projects. The standard deviation also suggests the same conclusion.**