**Module 1**

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

* The success rate of theatre crowdfunding campaigns is higher than all categories, followed by music campaigns.
* The campaigns created between the months of May to August were more successful.
* Goals set between the range of 15,000 to 34,999 had higher chance of being successful.

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

The sample data has been mostly collected from first world countries. This has influenced the category that has been most successful in these countries i.e. theatre.

The successful campaigns had a wide range of backers count. This variability could be caused by the popularity of some campaigns. The data does not take into consideration the marketing tools used to promote these campaigns.

Also, the means through which funding is collected can be variable. Given the rise of social media and the ease through which people can contribute, crowdfunding has become more easier to manage over the years. This can be taken into consideration when determining the overall success of a campaign.

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

A box and whiskers plot would help understand the spread of data and recognise the outliers present.

Pie charts could be used to visualize crowdfunding methods.

Scatter plot can be used to analyse success trends of marketing tools used over the years