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**Module 1 Challenge – Crowdfunding Report**

Based on the provided data, the first conclusion that we can draw about the crowdfunding campaigns is that backers have the most appetite for funding theater campaigns (344); followed by film & video and music ones. This is illustrated by the “Campaign Status (Country & Category)” stacked-column chart and related pivot table in “CrowdfundingBook\_RP” Excel file.

The second is that the plays sub-category of campaigns is the most successful one. This is illustrated by the “Campaign Status (Sub-Category)” stacked-column chart and related pivot table in the “CrowdfundingBook\_RP” Excel file.

Lastly, the third conclusion is that June and July are the months where the most successful campaigns are launched. This is illustrated by the “Campaign Status (Date Created)” line graph and related pivot table in the “CrowdfundingBook\_RP” Excel file.

Some limitations of this dataset include:

* Validity of the dataset (e.g., Is it obtained from a trusted source? Is the data self-reported; are they validated?)
* Completeness of the dataset (How is completeness assured?). How do you know the sample is representative.

Table and chart for “Profitability of each sub-category amount vs. the amount actually raised.” You can apply a profitability % compared to how much was raised and the probability of meeting that goal (raised amount): Successful (and Failed) campaign profitability rate vs. Highest amount raised using a line chart illustrating which sub-category campaigns are the most profitable ones to focus on.