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**Module 1 Challenge – Crowdfunding Report**

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

* NOTES:
  + To receive funding, project must meet or exceed initial goal.

Based on the provided data, the first conclusion that we can draw about the crowdfunding campaigns is that backers appear to 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.

1. What are some limitations of this dataset?

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.
* Understanding the relationship between the “name” and “backers\_count” columns since the “name” column includes an individual’s or company’s/legal entity’ name while the “backers\_count” column shows more than one count, which can impact the conclusions drawn above.

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

Profitability of each sub-category amount vs. the amount actually raised - apply a profitability % compared to how much was raised and the probability of meeting that goal (raised amount): Successful (and Failed) campaign rate vs. Highest amount raised Stacked bar chart illustrating the