**Module 1 Challenge - Crowdfunding**

**Conclusion 1:** Based on our analysis we can determine that there is greater success than failed or canceled in all categories that were included in this dataset. We can also see that the theater category outperformed all other groups with 187 successful campaigns, however at the same time it had the highest number of failed campaigns.

**Conclusion 2:** All parent categories had a success rate of more than half apart from food and games with journalism leading the way at 100% followed by film & video at 57.3%.

**Conclusion 3:** When looking at the breakout by month, we can see that there were about 8 campaigns on average per month between 2010 and 2019.

**Limitation:** One of the limitations we could possibly face with this dataset is the many different currencies that are included. If we were to report this entire dataset in USD, we would need to convert all other currencies based on today’s conversion rate.

Another possible table we can utilize for this analysis is count by country. We can create a pie chart to quickly visualize which country had the most campaign distribution. In addition to the pie chart, we could also create a scatter plot to see if there is any relationship between the goal and number of backers.

**Statistical Analysis**

In this example the median would better summarize the data because neither group of campaigns follows a symmetrical distribution. Both successful and failed are skewed to the right. Based on the data that was provided, we can see that there is more variability in the successful group. This is primarily due to the high number of backers causing the distribution to skew positively.