**Module 1 Challenge – Crowdfunding Project**

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + while relatively few journalism projects seek crowdfunding compared to other industries, those that do are very successful in reaching their funding goals.
  + In the sub-category projects, plays while numerous, might have more variable success rates because of the competition or variability in audience engagement across different productions.
  + Projects are more successful in July, this could be due to less competition. Depending on the crowdfunding platform, fewer projects may be launched in July, meaning that existing projects face less competition for backers' attention and funds.
* What are some limitations of this dataset?
  + Deficiencies in data measurement could be crucial issue in the data analysis. If the criteria for success or failure are not well defined or consistently applied, it can lead to misleading conclusions. For example, "success" could be measured as merely reaching the funding goal, without considering long-term project impact or satisfaction.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + Funding Goal vs. Amount Raised Scatter Plot
    - This scatter plot would plot individual projects based on their funding goal and the amount they actually raised. This graph would help visualize whether projects with lower goals tend to exceed their targets more frequently or whether higher goals correlate with underfunding. It can also highlight outliers—projects that significantly overperform or underperform compared to their goals.