**ASSIGNMENT 1**

**CROWDFUNDING CAMPAIGNS**

1. The three conclusion I can infer from the crowdfunding campaigns are;

* From the tables out of the 1000 campaigns only 1.4% were live, 5.7% were cancelled, 36.4% failed while 56.5% were successful. Based on the above statistics the rate of successful campaigns was higher than the others and the amounts they generated from those pledges are higher than their goal.
* Looking at the line chart it shows that the live category was practically at the state of plateau from inception of the program to end, for the cancelled it started at its peak but plateau out around 2011 and didn’t change much. The number of failed campaigns was relatively steady from beginning till 2016, dropped in 2017 with no significant change till 2019 where it experiences a drastic drop from 36 to 2 and finally the number of successful campaigns that gets funding above their set out goal spikes every other three years.
* The most popular investment choice was theatre in comparison to the least popular choice which was journalism.

1. The limitations of the data set are:

* Without the right software and staff, there is a risk of squandering the opportunity to make valuable insights.
* There is a lack of previous data for comparison.

1. Other graph that could be created, and the additional value it would provide

* Pie chart will highlight more and make it easier to visualized even for the non-professionals in this field.