Challenge Analysis

· Given the provided data, what conclusions can we draw about crowdfunding campaigns?

* + We can see in North America people is more successful in a campaign in theatre or even on the radio (music) than in newspapers while in Grand Britain people prefer films or videos.
  + However, During the COVID years, we can see the population was forced to change their preferences; even the donations of the bakers' changed.
  + This campaign gives more results successful than cancellations. Besides the high rate of cancelled campaign we can say this was a successful campaign

· What are some limitations of this dataset?

The database has all the items that I was looking for, even when I need to organize it to know which ones refer to money or date. Nothing that can be fixable after looking at it

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

I would add a chart which includes how a campaign reacts thru the years and how much money it will need to succeed, so we can project the following years and maybe increase the pledge for a specific category.

I also would create another filter for the outcome campaigns where you can compare years and see how those specific campaigns react per year and month.

Bonus Challenge Analysis

* Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

This campaign looks really tight between success and failed, however, the number of successful campaign and the results of the variance I will say this campaign its has been a success because beside to has a higher range, also the separation between the standard deviation from the media is lower than the failed campaign