**CrowdFunding Analysis**

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

1. Given the success rates by month. The number of failed campaigns declines while the number of successful campaigns increases in the summer. This is a possible indication that summer months are better for fundraising. The line graph we created were in total numbers and not by percent, so only the fact that both are true could tell use that this may be a better time of the year for fundraising.
2. The number of backers across the failed and successful campaigns did not seem to be significantly different. This is useful information as it is more likely the rate of each payment/donation that makes the difference between success and failure of each goal.
3. It appears that the success rate was highest between the goal ranges of 15,000 to 35,000. This is useful information but it would be necessary to look at the trends of the fundraising types that were applied within those ranges in comparison with others.

**What are some limitations of this dataset?**

The dataset does not provide information about what the fundraising was for. It would be useful to know not just the fundraising category, but the purpose in which it was created. This is likely a better metric for analyzing what people are willing to support. It may even be useful to cross this data with the fundraising type to see what different groups of people are motivated to support.

The very little information about the target population was the country. However it would have been more useful to have area codes where we could measure by mean household income, or other population metrics.

I would also find it useful to quantify the amount of people who were reached out to or the population size that was knowledgeable of each fundraiser relative to the number of backers. This would be more truthful in finding which type of strategy works best.

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

I would use the data sets as 100% stacked bar charts when measuring success by category. This would enable us to visualize which type of fundraiser had the highest percent of success relative to others. It may also be useful to use a 3 dimensional charts whether it be pie charts or bar charts. I believe this to be true for all of the graphs we created. It is visualize to see what the difference is with stacked graphs, because they mostly show the difference in total fundraising events. Only large differences are noticeable in this format. I would stack line or column graphs at 100%.

Another Graph I would have made is backers by goal with success rates. It would be useful to know the amount of backers necessary relative to the goal. With this information we could target an average or mean donation/buy amount. With a goal in mind at this point, we could target a number of backers.