**Crowdfunding Goal Report:**

From the data it can be concluded that...

1. The most successful and most failed campaign among all of the countries was for theater in the subcategory plays. This leads me to conclude that plays had the largest campaign which attributed to it being both the most successful and failed category.
2. The summer months are the best time to run campaigns based on the data. The peak for successful outcomes overall was in July but began rising in May. Successful outcomes dropped to their lowest point in August leading me to believe that the summertime is the best time to run a campaign.
3. Although journalism campaigns had a 100% success rate there were only 4 campaigns. I can conclude that journalism is not the best category to run campaigns in and if I wanted to run a lucrative campaign, I would run one in theater, music, or film& video.

There are still some live campaigns being conducted, so the dataset is not calibrated to include those campaigns in the calculation. For the plots, the live campaigns were not included thus altering the data. Also, the goal and pledged amounts are in different units of currency based on the country, so they are not accurately compared to one another.

We could include a table with the goal and pledged amount converted to one unit of currency (possibly USD) and then plot the amount raised by each category and subcategory. This would help determine which campaign is the most and least lucrative. We could also include a table with the amount of days a campaign was run and plot this for each category to determine the correlation between length of a campaign and its success or failure.