**Summary and Conclusions**

After analysis of the Crowdfunding campaign data, I was able to draw the conclusions below based on the trends and outcomes for each category:

The [parent] categories that saw the most success in their campaigns were related to entertainment or the performing arts, such as *film & video*, *music*, and *theater*. This was consistent across each country which data was collected on. This may indicate that there is more interest in these areas than others, for those funding the campaigns.

The second conclusion is that the campaigns are more successful in the summer months and tend to be less successful during the last few months of the year between August and December. This was apparent in looking at the pivot and chart for campaign outcomes by month. The trend of the data showed as more campaigns were successful between Jun/July, the failing campaigns declined during this time. The inverse is true towards the end of the year, which could be influenced by holidays, and target age demographics being back in school or working more, causing a decline in donations.

The last conclusion is that while there were more successful campaigns than failed or canceled campaigns, there is a significant difference between successful vs. live campaigns. Across all of the categories that had successful campaigns, the ones that are actually live are in the single digits. Additionally, the last live campaign was recorded in 2018. Since this time, no other campaigns have been live, and there is a decline in the number of campaigns overall. With the rise in technology and social media platforms, it may be an indication that creators have found other means besides crowdfunding to get their projects off the ground.

**Dataset Limitations**

While I was able to draw the conclusions above on the Crowdfunding data, there are limitations that may have an impact on the analysis and conclusions. The limitations for the crowdfunding dataset are as follows:

1. The data was collected across a few different countries. Interest in a category and success of campaigns may differ due to the economy, cultural, and social interests, and varied markets (with regards to supply/demand) for each country that we have data on.
2. The timeframe of data collected is another limitation of the dataset. Success of campaigns would vary in the early 2000s vs late 2010’s with the improvement of technology, and the ability for better marketing through social media to reach a larger audience.
3. Lastly, not having data on the crowdfunding campaign that was used for each campaign is another limitation. I think it would be helpful to know which platforms the campaigns were hosted on, as that may have an impact on the success or failure of a campaign, based on how well-known and trusted the platform is, and what support it provides for those launching campaigns.

**Additional Tables/Graphs**

One example of a different table and graph that can be created is a pivot table and a stacked column chart that is organized to display a total of money pledged by category. This provides value to see which categories are receiving the most funding by either meeting or surpassing their goal. Campaigns that saw the most funding may provide insight and campaign ideas to others who are looking into crowdfunding as an option.

Another graph that would be of value is a pie chart to view overall categories and the number of backers for each. This would be another way to view data on which categories are receiving the most interest.