**Crowfunding Goal Analysis**

This data report gives you an overview of the analysis supplied by several crowdfunding campaigns to determine the key to success based on projected goals, provided pledges, locations, and categories.

After in-depth review of the data provided theater was the most successful and most failed in the parent category with the increase and decline taking place in July and August. The plays sub category had the most successful outcome in the while also having the largest decline and the highest number of failures. The month of August unfortunately had the most cancelations. The live sub category had the least fluctuation and the lowest amount among them all.

When reviewing the data there was not data available for the staff picks. I believe this was a great disservice because they could have provided hands-on suggestions on the data topics since they are the people who interact with the public to gain funding.

When utilizing the various chart and tables, the wins and lost chart could help with the successful and failed section of the data simplifying the information from a layman perspective . A pie chart for the mean, median, mode, variance and standard deviation would be of great service as well.

In my option the median better summarizes the data for the outlook of the successful and failed backers campaign. The variance and standard deviation would be the least to understand while viewing the data.

There is variability with the successful and unsuccessful campaigns the fluctuation took place between July and September. The months of January through June had more of consistent outcome.