**Crowdfunding Analysis Report**

What are 3 conclusions that we can draw about crowdfunding campaigns?

* Crowdfunding campaigns are created fairly consistently throughout the year. The greatest number of campaigns were created in the month of July followed by January. This demonstrates that there is a boost of campaigns at the beginning of the year and again half way through the year.
* The greatest number of crowdfunding campaigns is found in the theatre category, however of them, only 54% were successful. In contrast, 67% of campaigns were successful in the technology category.
* The games category received the highest number of failed campaigns with 48%, while the only category to have no failed campaigns was the journalism sector.

What are some limitations of this dataset?

* One limitation of this dataset is the time frame. The data collected only covers ten years, between 2010-2020. It would have been beneficial to have a larger time frame and to collect data from the last 3 years too, in order to recognise more recent trends in campaigns and projects.
* Another limitation with this dataset is the size. The pool of data was not large enough. Furthermore, there was considerably more data for campaigns in the US compared to other countries, resulting in less representative findings.
* The data for ‘backers count’ has an extensive range which means it contains potential outliers, resulting in skewed statistics.

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

* It would be beneficial to create a table and graph demonstrating the relationship between the duration of a campaign and its outcome. This would allow us to identify whether the duration has a positive or negative impact on the outcome of a campaign.
* It would also be useful to see what impact the location has on the outcome of a campaign, enabling us to recognise which country has the highest success rate for crowdfunding campaigns.
* A box and whisker plot is advantageous for identifying possible outliers. This would be useful when looking at the relationship between backers count and success rate.