**Crowdfunding Data Analysis Summary**

Conclusions

1. From the Parent Category pivot table, you can see that theater is the most popular parent category, followed by music, and film & video.
2. From the Sub-Category pivot table, you can see that plays are the most popular crowdfunding project. That is followed by rock music and documentaries.
3. Looking at the Date Created pivot table, the number of successes and failures mirror each other for most of the year, except during the summer months. This leads me to believe that a crowdfunding project is more likely to succeed if released during the summer months, but a deeper dive would be necessary to back up this claim.

Limitations and Suggestions

When looking at the count of projects, it does not always give you an accurate summary of the data. When you have so many different categories, it would be better to compare the ratio of success vs failure. This would give you a better understanding of what kind of project might have a better chance of succeeding.

There are other outside factors that would affect the rate of success. Advertising could influence the success of the project, and we do not know how much advertising the owners of each project did to pull in donations. There also could have been different levels of incentives. Some incentives might have been less/more appealing to the public.

Another limitation would be the fact that we do not know if this sample of projects is an accurate representation of the whole population. I suggest getting a larger sample of projects to analyze.

There are some other graphs that we could look at that might help discover trends. Pareto charts would be a very useful tool here. Using pareto charts to look at what kind of projects make up the top 80% will help narrow down the scope of the categories we have. We could also create another table and line graph (like the one created for the goal analysis) that analyzes the duration of each project that was created. The amount of time they had to reach their goal could have an impact on their success.

Statically Analysis

When looking at the statistical analysis of the number of backers comparing successful and failed projects, it is better to look at the median of each set. The median better summarizes the data because there is a high amount of variability. The median will show a more accurate “typical” number of backers because it’s not skewed by the outliers.