**CROWDFUNDING ANALYSIS**

1. Three conclusions about crowdfunding campaigns:

* From the dataset one can conclude that the theatre category had the highest number of campaigns followed by film and video, then music. Even though journalism campaigns are not popular from the data all journalism campaigns were successful.
* From the dataset it can also be concluded that over fifty percent of crowdfunding campaigns are successful.
* Theatre, music, film and video also had the highest number of failed and cancelled campaigns. In terms of percentages, the food category had the highest rate of campaign failure. The month of July had the highest number of campaigns followed by January, March, and June.

1. Limitations of the dataset

The dataset does not take into account the type of crowdfunding used. The type of crowdfunding; whether based on donations, equity, debt, or rewards could have an impact on the success of the campaign.

Also, the type of marketing and social media platforms used to promote the campaign are not considered.

1. Possible graphs / tables

Percentage failed and percentage successful by category will provide insight on which categories are likely to have successful campaigns and those that are likely to fail. This could help individuals focus on coming up with ideas in categories that have a high success rate.

Percentage failed and percentage successful by year could help identify trends on how campaigns tend to be more successful in some years and not in others. Does the economic situation of certain years affect the success of campaigns?

A table to analyse how the duration of a campaign affects its success or failure.

**Statistical Analysis**

The median number of backers better summarises the data because the data does not appear to be normally distributed and has some outliers.

The data does not really make intuitive sense because there were campaigns with few backers that succeeded and campaigns with a high number of backers that failed. It means that there is more to the success or failure of a campaign than the number of backers.