Crowdfunding Analysis

# Conclusions:

1. Successes were greater than failures in all categories, which means crowdfunding is beneficial.
2. Entertainment (film/video, music and theater) get the most attention based on the large number of backers. This proves that the public focuses on what’s most relevant and popular.
3. Crowdfunding is most popular in the US for funding projects.

# Limitations:

1. Only data for country is available, if state and city data were available would be able to gain a better understanding of whether crowdfunding is more popular in urban or rural areas.
2. If income were included in the dataset, we would be able to see if there were a trend with the demographic that supports crowdfunding.

# Additional visuals:

1. A pie chart could be created for the sub-category analysis for a better visual of the categories.
2. A pivot chart could be created to show the average contribution per category and filtered by country. This could show how much was spent on specific projects and the location. You could then use a pie chart to show the differences per country.