**Analytic report for Crowdfunding database**

The Crowdfunding database includes 1,000 generated sample projects. The brief report aims to uncover its potential trends to lead Crowdfunding projects to satisfactory outcomes.

Based on the Crowdfunding database with 1,000 generated sample projects, we can see the followings:

* 56.5% of Crowdfunding projects successfully meet or exceed initial goals, while one-third of projects fail to get funded. The top 3 popular category of Crowdfunding projects is “theater”, “film & video” and “music”. Though technology-related projects do not rank among the top 3 in popularity, those projects attract the highest percent funded. Thus, projects related to “theater”, “film & video”, “music” and “technology” will have a higher possibility to achieve positive outcomes.
* The sub-category “plays” perform most successfully in crowdfunding. “plays” total successful outcome is 3.5 times than the second most successful sub-category “rock”. However, the unsatisfactory rate (45%) of the sub-category “plays” is only slightly lower than its satisfactory rate (55%). This shows that clients prefer to fund the “plays” and “rock” projects, but the failure rates for these two sub-categories are relatively high.
* The line of successful outcomes in the graph of Outcomes Based on Launch Date hit the peak in Jun & July of the year. This reflects that projects launching in the mid of year June and July may achieve more satisfactory outcomes, than those in the 1st and 3rd quarters of a year.

Obviously, some limitations of the Crowdfunding sample dataset may affect us to find out the trick of success in crowdfunding platforms.

1. *Size of the sample projects:*

Only 1,000 sample projects may not large enough to cover all types of Crowdfunding projects. For example, only 4 out of 1,000 journalism projects list in the sample data and achieve a 100% success rate in meeting the initial goal. This may limit discovering the crowd’s opinion to fund the journalism projects.

1. *Country of the sample projects:*

It appears that the predominant market of Crowdfunding platforms is the United State of America as 76% of sample projects comes from crowdfunding clients located in the USA. The other 6 countries share approximately 24% of sample data. The dataset may not fairly reflect the possible success outside the USA.

Some graphs may show the data information clearly based on the requirements of the report. These include the pie charts for percentages of various outcomes. We may add the gender and age range into the database to understand funding performance in various age groups and gender.

Create a report in Microsoft Word and answer the following questions.

1. Given the provided data, what are three conclusions we can draw about crowdfunding campaigns?
2. What are some limitations of this dataset?
3. What other possible tables and/or graphs could we create, and what additional value would they provide?

Crowdfunding platforms like Kickstarter and Indiegogo have been growing in success and popularity since they began in the late aughts. Everyone from indie creators to famous celebrities have used crowdfunding to launch new products and generate buzz, but not every project has found success.

Getting funded on a crowdfunding website requires meeting or exceeding the project's initial goal, so many organizations spend months looking through past projects in an attempt to discover some trick for finding success. For this week's homework, you will organize and analyze a database of 1,000 generated sample projects to uncover any hidden trends.