**Written Report**

***Conclusions from Crowdfunding Campaign Data***

1. The parent category “Theater” and sub-category “Plays” had the most successful projects throughout all of the campaigns. However, 66% of projects with the parent category “Technology” were successful compared to 54% of parent category “Theater” projects.
2. Overall, July has the highest amount of successful projects, while January, May, and August all compete for the highest amount of failed projects.
3. There was a total of 231 projects with an initial goal between $1,000 and $4,999. Of these 231 projects, 191 of them, or 83%, were successful. This seems to be a sweet spot for many projects to receive funding. It also has a very low amount of failed projects at only 38 projects, or 16%.

***Limitations to the Dataset***

1. The currency is not standardized between all of the projects which creates an inconsistent measure for initial project goals and amount pledged.
2. The dataset is small with only 1,000 entries (about 100 projects per year excluding the only 2 projects for the year 2020) making the dataset not accurately representing all of the campaigns.

***Recommendations***

I recommend creating three new worksheets with calculations similar to those in the Goal Analysis worksheet, but replacing the initial goal with parent category, sub-category, and month.

Start by creating bar graphs for the parent category and sub-category. Use percentages on the vertical (value) axis and apply filters for successful, failed, and canceled projects. One graph should display parent categories on the horizontal (category) axis, and the other should show sub-categories. These graphs will provide clearer insights into which categories have the highest success rates.

Finally, create a line graph for months, again using percentages on the vertical axis with filters for successful, failed, and canceled projects. Display months on the horizontal axis to better visualize the success-failure ratio by month, compared to the existing monthly success chart in the workbook.