Crowd Funding Report, Juan Marin

1. **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**

--- According to the data, theater projects are the most common crowd funding project out of our sample with 187 successful outcomes out of 344 projects. Although the Journalism category had a 100% success rate, the total number of projects was only 4 and thus was the least common crowdfunding category. Thus, theater projects have a growing popularity at the moment, while journalism is the least common.

--- Overall, the months of June and July had a spike in the number of successful projects compared to all the other months throughout the year. They were the only months to have over 50 successful projects while the other months of the year remained between 41 and 49 successful project outcomes. Thus, future crowd funding projects should try to go through with their projects during that timeframe given the past success.

--- Great Britain demonstrated much success with the film and video category with 7 successful outcomes out of 13 total projects. Notably, this finding contrasts with the high amount of success in theater projects for the countries overall. However, this suggests that Great Britain poses better opportunities to invest in film and video projects and produce more successful outcomes in that category.

1. **What are some limitations of this dataset?**

--- One limitation of this dataset is not knowing what factors determine if a project was “successful” and what “failed”. If there was another metric that described the spectrum of successful vs failed we would then be able to know which campaigns were at least “close” to succeeding or which ones were far off into failure. This information would be very useful for future campaigns.

1. **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**

--- Another bar graph that depicts which countries produce more successful outcomes by category per month. This would help to better predict in what countries certain project will be more likely to succeed their goals at a certain time of the year.