**Crowdfunding Dataset Report**

**Conclusions:**

1) **Campaigns posted have a higher chance of succeeding than failing across all categories and months.**

· The pivot tables generated based on the crowdfunding dataset show that there are more campaigns that reach their funding goal than campaigns that fail. Across all parent-categories, there are projects that succeed in almost every selected country; the same conclusion can be each upon examination of the sub-category outcome pivot table. In addition, the pivot table displaying the number of outcomes in relation to the month within certain years shows that there is always a higher number of successful outcomes as compared to failed outcomes. The graph shows that the successful outcome line never drops below the failed outcome line, thus suggesting that the crowdfunding platforms provide excellent financing opportunities.

2) **Campaigns that are related to the “Theater” industry are the most posted category with plays outnumber any section.**

· As seen in the pivot table showing sub-category outcomes, the *plays* category posts more successes and failures than almost all the other sub-categories combined. In addition, the *theater* parent-category also has more postings than any other parent-category, suggesting that projects relating to theater and play are popular and see a lot of traffic through crowdfunding platforms.

3) **Campaigns with goals higher than $500,000 see a significant decrease in success rate compared to campaigns with goals lower.**

· Based on the chart showing the outcomes based on the initial goal, a lot of the campaigns that range from $0-$499,999 show a relatively high average success rate higher than 70%. In comparison, campaigns with goals that are greater than $500,000 have a success rate of only 37%. As a result, campaigns that have less ambitious goals see more donations from users of the crowdfunding platforms.

**Limitations on Dataset:**

Although this dataset does offer valuable information, there are some limitations that must be considered. For starters, this dataset does not take into consideration the type of currency received for each specific project. As a result, the outcomes based on goal charts may misrepresent the dataset because not all currencies donated are in USD. In addition, this dataset fails to show the minimum and maximum donation amount of each backer. As a result, some campaigns may have succeeded because of a few high donations instead of being popular on the platform.

**Possible Additional Tables/Graphs:**

Some other possible tables/graphs we could create that provide added value to the crowdfunding analysis are graphs that display the relationship between the initial goal and each campaign and the amount that was pledged. Showing the relationship between these two things can provide insight into which campaign categories exceed their goals by the most.

Other useful tables that can be created are tables that display the all the currencies in one dominant currency such as the USD. The usefulness of this is that it converts all the currency datapoints into a general format that allows analysts to easily compare the datapoints.