**Modify and analyse the sample-project data and try to uncover market trends.**

**Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?** What was successful based on the parent and sub-category.

Parent Category: In terms of successful campaigns, “theater” was the most successful with a total of 187 successful outcomes, then “film & video” (102) and lastly “music” (99). These values demonstrate if the goal was accomplished compared to the amount pledged.

Sub-Category: In terms of successful campaigns, “plays” was grossly more successful with a total of 187 successful outcomes, then rock (30) and lastly web (12).

In terms of the campaigns being successful based on the month: “Successful”, “failed” and “cancelled” outcomes show similar monthly trends, however, *successful* outcomes peaked in July, *failed and cancelled* outcomes peak in August, with successful outcomes dipping dramatically.

Based on the Parent and Sub-Categories, campaigns involved with theatre (& sub-plays) had the highest backer engagement, being the most successful with goal v pledged analysis.

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

External factors are not considered in the dataset, which could positively or negatively affect campaigns due to situational factors. For example, televised news could deter/facilitate backer engagement, along with general marketing environments. Sociocultural, environmental and geographical factors are important too. Furthermore, understanding why campaigns are successful in July but likely to be cancelled/failed in August is important.

**What are some other possible tables and/or graphs that we could create, and what additional value would they provide?** Graphing average contribution more, as it relates to successful/cancelled and failed outcomes. Understanding average contribution will help target campaigns where the average contribution rate is higher is necessary. However, it is essential to understand the needs of the backers to yield higher engagement. No backers = no funding, some campaigns had a low backer count with high contributions - understanding *why* is important to reduce failed outcomes and facilitate successful outcomes. Furthermore, understanding why campaigns are successful in July but likely to be cancelled/failed in August is important. This can be done by percentage of success rate by month, length of campaign and environmental favors/cultural factors etc.