**Crowdfunding Written Analysis**

Crowdfunding has more successful outcomes than unsuccessful outcomes based on the sample of data collected. Based on this collected data, 56.5% of crowdfunding is successful. Highest successful outcomes are in the categories of Journalism, Technology, and photography at 100%, 67%, and 62% respectively. When looking at specific categories that received crowdfunding, audio and world music had successful outcomes with no fails or cancelation of funds. In the sub-category of science fiction and mobile games, there were more failed outcomes than successful outcomes. By looking at successful outcomes compared to unsuccessful by category it allows the investors using crowdfunding to be able to predict which industry would have successful outcomes.

We can also look at which time of the year and the amount of crowdfunding yields a better outcome from crowdfunding. July had the highest number of successful outcomes while August had the lowest number of successful outcomes. While January shows that this month has the highest failed outcomes from crowdfunding, while September shows the lowest month for failed outcomes. This indicates the best time of the year to appropriate crowdfunding. When looking at the amount needed to have a successful outcome based on the data collected, the following amount in 15000 to 25000, and 30000 to 35000 has yielded 100% of successful outcomes.

Although, this data collected gives a good overview of how crowdfunding has successful outcomes. There are limitations to the data when it comes to how each category used the crowdfunding. The data set does not indicate in the strategic manner of how each category used crowdfunding. There are also limitations in the sample data collected. The majority of the data of over three-quarters were from one country, USA. Indicating that the sample data might not appropriately indicate the data analysis needed to make right decisions in the other six countries that only contributed to less than a quarter of the data. All seven countries might have a different economic standing compared to each other in certain categories else well, which can in turn affect how effective crowdfunding is.

Looking through the data collected, to get a good indication of change of growth in outcomes in each category through the years by using a scatter plot to see the relationship in successful outcomes through the years compared to unsuccessful outcomes. Also, a bar graphing of successful and unsuccessful outcomes can show the spread of data from the median compared to the mean. In this data using the median is a better measurement because the data set contains extreme values in the outliers. But we can also see this information by using statistical analysis of standard deviation of the data. Looking at the mean and standard deviation of successful and unsuccessful outcomes, it can be determined unsuccessful outcomes has a higher variability than successful outcomes because the standard deviation is further from the mean in unsuccessful outcomes than successful outcomes.