**Data Analysis Report on Crowdfunding**

**Conclusions:**

1. Theater, film&video, and music were by far the most common genres of crowdfunding platforms, accounting for 69.7% of all crowdfunding attempts made in the 1,000 attempts that were analyzed. All three genres had above average success rates at 54.3%, 57.3%, and 56.6%, respectively.
2. Just in terms of raw success rate, photography, technology, and journalism had the three highest scores of all genres, with photography and technology achieving 61% and 66% respectively. Journalism had a 100% success rate with no failed or canceled attempts at crowdfunding , but also only had 4 overall attempts which was the lowest by far, the next lowest being photography with 42 attempts.
3. Overall, crowdfunding is successful more times than unsuccessful, with a 64% success rate in this sample (canceled and live campaigns notwithstanding).

**Limitations and Suggestions:**

The dataset provided for this analysis was generally very useful but is limited by the lack of further regional breakdown. This dataset could have included specific cities in which the campaigns were taking place and included population density and GDP per capita in order to better determine what caused success or failure. It also could have provided marketing data such as where each backer heard of the campaign they contributed to, whether it be online, word of mouth, local ads, etc. This would have added another layer of insight into what makes a successful crowdfunding campaign.