**Data Analytics Assignment 1**

1. Given the data given for the crowdfunding project we can draw three individual conclusions:
   1. The funding project has a current success rate of 56.5% in reaching its targeted amount. This is with 1.4% of the campaigns still active and live. In future crowdfunding events we could try and set our goals for a 60% success rate as an attainable and reachable rate.
   2. The data shows that late summer (primarily August) is the time of year that saw a dip in our success rate. August saw an estimated 20% fall in success rates. For the future crowdfunding can be planned to potentially reexamine approach during this time or except diminished returns and focus resources into other times of year
   3. The highest success numbers were found in the theater, music, and film/video markets. Future campaigns can focus on these areas to draw continued success, while knowing that other sectors may need added attention.
2. Some limitations to this data set are the short window of data in terms of time. Expanding to multiple years will only help focus our data and show solidifying trends in data. Our data also has broad ranges of what is deemed “successful”. Some companies gave well over $10,000 and were labels successful just as companies who gave under a $1,000. Our success is determined by preset goal numbers, but we could break goals up into appropriate categories of amount given and not compare large donations and smaller donations on the same standard
3. We could also look to see what percent or successful donors are going over the goal amount and raise our future goals accordingly. Other data we could collect could be our method of seeking donations. Was it a viral campaign, in person, phone calls, etc. This could help determine the best plan of attack to seek future donations.