**Conclusions**

* Crowdfunding goals created in the early to mid-summer tend to be more successful, compared to those starting at the end of it. June and July see the most successful starting times for crowdfunding goals, with a steep decline in success and rise in failure in August. This decline continues all the way to the end of the year. It is possible that summertime provides crowdfunding campaigns with a more captive audience with students’ home from school. Once students return to school in August/September and people get back to their annual routines, the attentiveness goes away. The holidays see deep decline as well as people likely spend more time focusing on family and saving money for presents/vacations.
* There are two ranges where crowdfunding goals had a 100% success rate: the 15,000 to 24,000 range, and the 30,000 to 34,999 range. This suggests that there may be some “sweet spots” where a goal is not too large to be unreasonable, or not too small to not be taken very seriously.
* The existence of sweet spots also suggests the existence of the opposite. There are two areas where successful campaigns were outnumbered by failed ones: the ~10,000 to 14,999 range, and the greater than or equal to 50,000. This is highlighted in the picture below, where the circle indicates the existence of a “failure valley” in the increase of funding goals.

**Limitations**

* There should be a more even dispersion of the categories in the data. Right now, it is heavily skewed towards music and film/video. I believe this throws off some of the data. Since there are so many music and film crowdfunding campaigns in the data set, there is much more attention drawn to those categories when put into a bar graph. In a future data set I would recommend getting the same sample size of campaigns in each category.
* Currency types need to be consistent across the board. Not having all the data into the same currency almost makes the data seem somewhat unusable. For example, 108,400 AUD is an immensely higher number than its USD conversion, 69,631. Putting flat numbers meaning to represent currency in the data without first converting them to a single currency skews the validity of any analysis using the funding goal as a data point.
* There may need to be a better explanation of what the outcomes mean. Does “failed” mean failed to launch, or failed after launch, or both? For example, some crowdfunded video games will meet their goal, launch the game, but then eventually shut down if it does not get enough engagement from players to keep it alive.

**Further Data Visualization**

* Another graph that could be useful would be one that displays the number of successful, failed, and canceled campaigns by the percentage it was funded. There was at least one campaign that was 100% funded to its goal, but still failed. This goes back to the limitation of the data with the term “failed” being nebulous.