**Three Conclusions from crowdfunding data set:**

**Conclusion 1. Crowd funding is successful in meeting or surpasses pledge goals set into place.**

There are four outcomes: successful, failed, live, and canceled each had an outcome that fit into 1 of the 4 categories out of 1000 different companies. I will focus mainly on successful and failed outcomes. There are 363 companies that did not meet their monetary goal (failed), and 566 that did meet their monetary goal (Successful).

Successful: accounts for 56% of all four outcomes, the largest out of all outcomes.

Failed: accounts are 35% of all four outcomes. Based on the data provided, crowdfunding campaigns are successful in meet pledge goals majority of the time.

**Conclusion 2. A small amount of the sub-categories and parent categories make up majority of the successes.**

In the subcategory “plays” 188 instances in this sub-category are successful out of the 566 total successes. The “Play” Subcategory is 33% of all successes. The parent category “Music” has 99 instances of success and “Film and Video” have 102 instances of success in surpassing pledge goals. The success, of these three categories account for 39% of all outcomes and are the top three most successful categories in meeting pledge goals.

Out of the 56% success rate of meeting and surpassing goals: 3 categories handle 39% of the Successfully meeting pledge goals. This is relevant for crowdfunding startups when picking a relm to start a business. Based on the data provided, if a company starts a crowdfunding campaign, they will have a better chance at meeting their pledge goals if they start a company in either: Plays (this is podcasting, theater, and radio) Film and video, or Music.

**Conclusion 3. Based on the Data from the “Outcome Based on Goals Sheet” Companies will have an 83% chance of success in reaching pledge goals, if their pledge goal is between 1,000-5,000 dollars.**

The average Success rate based on the “Outcome Based on Goals” sheet is 72% throughout all pledge range 1,000-50,000. The average Failed rate based on the same sheet is 25%. You can see in the “Outcome Based on Goals Sheet” there are 191 instances in meeting the pledge goal within the 1000-4999 range with an 83% success rate, with a sample size of 229 companies making a pledge goal between 1,000-4,999. The next highest instances in success from the success column in the same sheet is 164 within the 5,000-9,999. In this range there is a 52% success rate with a sample size of 290 companies making a pledge goal in the 5,000-9,999 range. A dramatic decrease once companies make goals higher than 5,000.

**Limits of data set**

**The crowdfunding data is mostly in the US, and there are no specific locations in each country represented in the data set.**

Out the 1000 crowdfunding campaigns, 763 were done in the US. Numbers of campaigns by country:

AU 43,

CA 43

Ch 23,

DK 31,

GB 48,

IT 48,

US 763

This data set is a good statistical sample of crowdfunding in the United States but does not reflect crowdfunding worldwide. If Asia and Europe were represented in higher numbers in this sheet, I think that the conclusions that come from the data set could be more applicable worldwide.

If the crowd funding table included the city that the crowdfunding campaign was found, could be significant in coming to conclusions about whether a crowdfunding campaign would be more successful when ran from big cities opposed to small towns, or rural areas.

**Other useful table and charts**

Scatter plot chart would be useful to see how significant the correlation between location and success rate of meeting Pledge goal.

A Boxplot chart would be immensely helpful in showing outliers and how this skews the data.