**Crowdfunding Analysis**

Crowdfunding is one of many ways a company raises money for a specific business venture or cause. The information provided in the data sheet for the purpose of organizing and analyzing included fields pertaining to financials, goals, timelines, outcomes and more.

**Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**

Theater had the most successful outcome whereas every other field could barely compare. The categories of Film&Video along with Music had all around very similar outcomes. And journalism had the very least success which isn’t surprising being that it is what some would call “a dying field”.

Also, based on the pivot table below, we can conclude that the summer months (June-august) are the best times to generate more revenue and start new projects.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |
| **Count of sub category** | **Column Labels** |  |  |  |
| **Row Labels** | **canceled** | **failed** | **successful** | **Grand Total** |
| Jan | 6 | 36 | 49 | 91 |
| Feb | 7 | 28 | 44 | 79 |
| Mar | 4 | 33 | 49 | 86 |
| Apr | 1 | 30 | 46 | 77 |
| May | 3 | 35 | 46 | 84 |
| Jun | 3 | 28 | 55 | 86 |
| Jul | 4 | 31 | 58 | 93 |
| Aug | 8 | 35 | 41 | 84 |
| Sep | 5 | 23 | 45 | 73 |
| Oct | 6 | 26 | 45 | 77 |
| Nov | 3 | 27 | 45 | 75 |
| Dec | 7 | 32 | 42 | 81 |
| **Grand Total** | **57** | **364** | **565** | **986** |

**What are some limitations of this dataset?**

There is pertinent information missing from the data that would help give us a better understanding of the timeline, such as dates the campaign started and ended as well as how long it took for the set goals to be achieved.

**What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**

Box plots and Histograms will help us to better visualize the data through illustration as opposed to looking at a bunch of numbers.