***Crowdfunding campaigns Visuals and comments***

Given the outcome of the data you can clearly see the success rate including what category did best for what and when. Based off the findings in the data, the median for campaigns successful is 201 and unsuccessful 117. The Category that had the best outcome are *plays* in *theatres* in *July*.

This data is limited to the targeted audience backer is aiming for. The success and unsuccessful rate are in a close ratio and when we know who the consumer is for each category, we can have more details on better marketing

In addition, it would be helpful to add a column for age group input to see if it’s worth pushing to an open community or to focus on one age group for each specific category. When you have the input into the data you then can make a pie table to see the consumer ratio for a better investment plan.