**CROWDFUNDING ANALYSIS REPORT**

**CONCLUSIONS:**

From this data,

1. Crowdfunding campaigns have a 57% success rate and 6% cancellation rate.
2. The total project crowdfunding goal does not affect the success or failure of the goal.
3. The Theater category has the highest number of projects and almost twice the number of any other projects. It also has the highest number of cancelled projects.
4. All projects in the Journalism category have been successful, but they have the smallest number of submitted projects.

**OTHER POSSIBLE TABLES/GRAPHS** could provide valuable information about:

1. The percentage of failed vs successful projects by parent category
2. Total projects by Parent category by Country
3. % Success and % Failure by Country
4. Number of crowdfunding projects by country by year

Total projects by Parent category by Country –

AU -43 Theater – 11, F & V – 10, Tech – 6, Music - 5

Canada – 44 Theater -18, F&V, Music – 7 each

Switzerland – 23 Theater – 6 F&V – 5, Music – 7

Denmark – 31 Theater – 10, F&V – 7, Music – 6

UK – 48 Theater 10, F&V - 13, Music – 11

Italy – 48, Theater – 16, F&V – 6, Music – 10

US – 763, Theater – 273, F&V – 130, Music - 129

% Success and % Failure by Country

Italy – 39.6% fail 54.2% successful

US – 35.9% fail, 57.1% successful

GB – 37.5% fail, 58.3% successful

Denmark – 38% fail, 54.8% successful

Switzerland – 26.1% fail, 52.2% successful

Canada – 43.2% fail, 50% successful

Australia – 37.2% fail, 55.8% successful

**LIMITATIONS OF THE DATASET**

1. Insufficient information from some countries, as 76% of the data is from the United States.
2. 2020 only has data for 1 month, which is not consistent with January of previous years. Also, there is inadequate information to draw conclusions for the entire year.