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

* The three top categories; Theater, Film & Video and Music account for 68.7% of successful crowdfunding campaigns. The least successful categories (highest failure rates and lowest % of success) are games (48% failure, 4% success) and food (43% failure, 4% successes). (See Pivot Table/Chart 1 – Per Category).
* According to Pivot Table/Chart 3 (Outcomes) the most successful time of the year to perform crowdfunding activities are June and July, least successful months (highest cancelled or failed) occur in August.
* According to Outcomes Table – Chart 4 the goal ranges that have the highest success rates are between $1,000 and $4,999 (191 of 231 or 83%). Goal ranges $25,000 to $29,999 and $40,000 to $44,999 both have a success rate of 79% and failure of 21%.
* There are three crowdfunding goal ranges that have 100% success are in three main category ranges, to include:
* $15,000 to $19,999
* $20,000 to $24,999
* $30,000 to $34,999

In summary, the best areas to consider for successful crowdfunding are entertainment based in the amounts of $15,000 to $40,000 that occur in the months of June and July.

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

The limitation of this dataset is that it reports the outcomes without providing background information that could be used to identify trends such as what types of marketing, the mode of communication and specifics on each event we could repeat to improve success.

The data set encompasses ten years, which enables analysis of when during the year crowdfunding activities may be most successful, however we are unable to determine if the health (good or bad) of the economy impacted funding campaigns. The average age of the backers would enable analysis of the groups that participated in the events which would enable targeted marketing efforts to improve future successes.

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

Using raw numbers is helpful in displaying information in the pivot tables, however utilization of percentages would enable a viewer to make quicker decisions. It would present a clearer picture of what success or failure actually represents.

Although the entertainment category has the highest success rates, it also has the highest failure rates based on the sheer number of crowd funding activities. This can be seen in Pivot Table-Chart 1 (Per Category), however without more data this isn’t presenting a clear picture of techniques to repeat.

Additional graphs would be a splatter graph of # backers and average dollar spent to determine what dollar amounts are the most attractive to participants. This would allow marketing to be targeted and allow us to determine how many people at what dollar amounts might lead to higher success rates.