From the data given we can deduce that the best period to crowdfund is between the months of June and July with success peaking in July, after which the success rate begins to decline. The months of January and August show high failure rate as well as cancelation, As shown in the graph in Pivot Table, so theses months may not de ideal for crowd funding.

Theatre came up as the most favourable activity/event for crowd funding with number of backers at 187 almost double its runner up (film & video) which had 102 backers. Journalism came up as the least favourable having only four backers.

In the subcategories play came up with the highest number of backers whilst world music had the least backers.

The Mean values of successful and failed backers better summarizes the data the range between the minimum and maximum is very large.

There is more variability with the successful backers this could be because the backers supported more campaigns