# Crowdfunding Analysis

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

1. Highest amount paid by backers for a project is around $100 on average. Which shows that this is what they are willing to pay at most.
2. “theatre” is a popular category among backers from available countries with few exceptions.
   1. “theatre” category dominates the Crowdfunding with the most number of projects assigned to this category. There is noticeable failures and cancellations, but it has comparatively good success rate followed by “film & video” and “music” category
   2. Further drilling down into sub-categories, “plays”, “rock”, “documentary” and “web” have higher successful projects.
3. From the trend over different months, for “theatre” category, June and September has peak for successful projects. This could mean that could be beneficial to launch projects of this category in those months while avoiding May and Oct where it shows peak for failed projects.

## What are some limitations of this dataset?

* Reason of the failure or cancellation of the project is unknown which could be a potential information to make more reliable decisions before launching the project.
* Available dataset includes limited number of categories, limiting any conclusions to be drawn outside of it.
* Crowdfunding can be influenced by cultural trends, economy, age groups, etc which is not available as part of this dataset.

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

* A box-and-whisker plot: to understand the trends in funding amounts with the range, and to check if there are any outliers.