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

1) Crowdfunding campaigns have a higher success during summer months. This demonstrates seasonality based behavior where backers are more likely to donate during the summer season and therefore we see an increase in successful campaigns. This can possibly be attributed to spending habits of individuals as during Fall and Winter we see an increase in holidays based on gift giving and Spring season is typically a recovery from the holiday season.

2) When it comes to all categories, we see that **55%** of all projects set a goal between $1,000 - $9,999 (Combined categories). These two categories make up over half of all projects which shows an opportunity for focus. While the **$1000- $4999** goal projects have a **83% success rate**, we see that projects that double their goal to **$5000-$9999** see a decrease of success to **52% with a 40% fail rate**. Finding ways to assist the projects in this category can be a road to an increase in overall success rate.

3) By looking at **Pivot 1** comparing the success of all Parent Categories, we can see that the top 3 categories in overall project volume and success are **Theater**,**Film/Video, Music**. These 3 categories in particular provide more of an experience for individuals. This makes me want to dive into relationships between the Parent Categories and break them into buckets like consumer products vs experiences for example to see where people tend to invest in that particular view.

What are some limitations of this dataset?

1) One piece I would like to see to go along with the question below (#2) is a date entry for when the goals were actually reached for those that did reach their goal. While we have the deadline date for each campaign, we do not know exactly when the goal reached 100%. (Some are over 100% showing that the goal was reached before the deadline).

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

1) One additional table and chart that would be interesting to look at is the relation between successful/failed projects vs if they were considered **staff picks** or **spotlights.** While with this dataset we do not have an exact definition of what either of these truly mean, it would be interesting to dive into this data to see if we see more success with those projects that were highlighted as either a staff pick or a spotlight. (Could be that they were highlighted on the website, or maybe sent out on an email of the week, things that like which could be very impactful)

2) Given that we could obtain or calculate the date that the goal was reached (This is different than the end date of the campaign), another piece of this data that I would look into are the averages of how long it takes for a project to reach its goal and compare those means in relation to their Goal Categories. We would assume that projects with

lower goals would reach their goals quicker but by using this data and comparing it to the success of projects based on their Parent or Sub categories we might find some interesting insights.