# Report

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

* The top three successful campaigns are related to the following subjects: theatre, film&video and music; however, almost half of these campaigns fail. Technology, publishing, and photography-related campaigns are successful in over 60% of the cases. Journalism is a category that is the least common for crowdfunding purposes; there are records of four journalistic campaigns. Anyway, all four ended up being successful.
* The most popular sub-category for crowdfunding is playing. The plays constitute over third cases out of all records (344/1000).
* The peak for successful campaigns comes in June and July; in August, the successful campaigns drop to the pre-peak values. The failure campaigns number drops in September.

What are some limitations of this dataset?

* The dataset has many extreme values, which makes the forecast less accurate. Therefore, I would suggest instead using smaller samples to analyze data, for example, to group samples based on the outcome “successful,” “failed,” or “cancelled.”
* The other limitation is that there needs to be more information on how the campaigns were promoted amongst the backers. What was the outreach of the campaigns, and how the targeted audience was engaged: the number of shares and likes, comments and so on? Another thing to consider is whether there were influencers' endorsements.
* Another limitation is the lack of data about the backers’ demographics, such information as age, gender, family status, and occupation is helpful to take into account to understand the target audience and tailor the campaign's media approaches.

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

* I would go deeper into the roots of the country where the campaign was realized and look for specific trends at the country level.
* I would also use the column “spotlight” to explore if being in the spotlight guarantees the campaign's success.
* I would also analyze the blurb of the campaigns and compare the outcome to whether it was successful or failed.
* I am also curious what the column “staff\_pick” means, whether it is about the crowdfunding staff pick and if yes, compare it to the outcomes.