Crowdfunding Analysis Report

1. Conclusions to draw from data.
   1. Looking at the data and pivot charts, theatre seems to be the most popular category for crowdfunding. Theatre projects account for 34% of the data, while the next most popular categories are film & video at 17.8% and music at 17.5%.
   2. The timing of launching a campaign does not necessarily correspond to the campaign’s chance of success.
   3. Very few campaigns are likely to be cancelled. They will usually result in success or failure.
2. Limitations of the Dataset
   1. A campaign succeeds when there are more donors and higher donation amounts. Thus, the reach of a campaign is important. Campaigns may be unsuccessful simply because not many people know about them.
   2. The purpose of each campaign is unknown. Campaigns may be unsuccessful if their objective is unreasonable or something that most people would not want to fund.
3. Other Graphs To Consider
   1. We could look at tables and graphs that compared the goals for campaigns of the same type. With this, we could better see if there is a trend related to the campaign goal, and whether a certain goal would correlate to a better likelihood of success. It would be better to compare campaigns of the same type to reduce the differences between them, which makes it easier to see which