**Conclusions** – With the provided data, we are given some insights into crowdfunding trends across the world. We see that the success rate of crowdfunding is consistent across the countries represented in the dataset, hovering around 55%. We can also see that theater and plays also make up a significant portion of crowdfunding campaigns, representing 34% of the entries in the provided dataset. We can also observe the effects of different crowdfunding goal ranges. Goals in the 15k – 20k and 20k – 25k range enjoy the highest amount of success at 17 out of 17 (100%) of combined goals reached; projects in the 1k – 5k range also enjoy high success rates at 191 out of 231 (82%) goals reached. Projects greater at the 10k – 15k and greater than 50k range suffered the highest failure rates, at 5 out of 9 (55.56%) and 163 out of 305 (53.44%) goals failed respectively.

**Limitations** – There are however some limitations with the provided dataset. The dataset did not mention whether the costs are standardized across exchange rates, which may affect the distribution of campaigns to their respective goal brackets, potentially compromising the real distribution of success and failure rates across goal ranges. The dataset also did not specify which crowdfunding platform was used for the dataset; there are a variety of online platforms for crowdfunding, if the dataset is drawn from a specific platform, e.g., GoFundMe versus GiveSendGo, its policies or audience may overrepresent success and failure rates across different categories.

**Additional** **Tables** – Plotting out a box and whisker plot for successful and failed campaigns in different goal brackets would help visualize the variance across the dataset, though give the limited amount of representation in some ranges the brackets may need to be merged. A campaign runtime graph would illustrate the relationship between campaign duration and success rate, and perhaps highlight potential optimal runtimes for crowdfunding campaigns.

We can see a greater degree of variance in backer amounts within successful campaigns compared to failed ones, especially in the upper range. This may be caused by a general risk aversion in backers, causing them to support campaigns that are popular and likely to be successful, are already successful, or have implemented stretch goals. Failed campaigns as having low popularity or other telltale signs that would scare away potential backers. Given the extreme difference of value in backers for both failed and successful campaigns, the mean is affected by values at the absolute ends of the provided dataset. As such, the median is a better representation of the middle of the data set.