**Data Analysis Report**

Based on the three (3) visualizations that were created, the following analyses were determined:

* The Parent and Sub-Categories with the greater number of outcomes were theater and plays, respectively. However, the amount of failed versus successful outcomes is approximately 1:1 and that goes the same with the other parent and sub-categories. In other words, the number of successful outcomes versus unsuccessful outcomes is relative to the amount of campaigns.
* The months that show the most successful outcomes for all the parent categories are June and July, this could mean that during this time, campaigns are more than likely to succeed. The months that showed the most unsuccessful outcomes are May and August, so this month would not be the best time to launch a campaign.

There are some limitations of this dataset which include a small dataset from all the other countries excluding the US, what one defines “successful” or not, and no data information from the years 2021 – 2023. Since majority of these campaigns were based in the US, one can assume that the crowdfunding platforms are more popular in the US. The outcomes for each campaign varies from country to country, but since there is a smaller number of campaigns from countries other than the US, there is a greater risk in launching a campaign in these countries without a greater sample size to infer any trends. A successful campaign is determined if the amount pledged has reached the goal amount or not, this is subjective to how one perceives what is “successful”. One may argue that success is surpassing the goal amount by a certain amount. This does not take into account the campaign’s expenses, so even though a campaign reached the goal amount through the amount pledged, the total amount may be less. There is no data for the most recent years 2021 – 2023, which could have provided information whether the trend from 2010 – 2020 is still reasonable as stated above. Since COVID-19 affected the economy globally, campaigns from crowdfunding platforms was probably no exception. Having data for these years would provide valuable data and the trends that were seen for 2010 – 2020 may be different.

Additional charts can be created in order to provide potential kickstarters valuable information when creating a campaign to yield successful results. For the outcomes based on the parent and sub-categories pivot charts, applying the filters based on country can give an insight on which parent and sub-categories yield the most outcomes and which ones are the most successful/unsuccessful in that particular country. In addition, creating a pivot chart that sums the average donation per sub-category and filtered by country and parent category, can help kickstarters determine which of these categories will have a greater chance of receiving funding.

The mean, or average, of the backers for successful and unsuccessful campaigns best summarizes the data, since this would be a clear indication of which outcome has the highest average of backers.

There is more variability with successful campaigns, since the value for variance and standard deviation is greater than that of unsuccessful campaigns. This makes sense since the number of successful outcomes is greater than unsuccessful campaigns.