**Crowdfunding Data Analysis**

**Three Conclusions-**

1. The United States launches crowdfunding project far more than any other country.
2. Entertainment Categories (film & video, music, theater) are the most popular category to utilize crowdfunding. Journalism is the least utilized category. However, despite the small number of Journalism projects that were launched, they were 100% successful for each crowdfunded project.
3. Outcome Percentages-

**Limitations in the Dataset-**

* The blurb column does not appear to correlate with the category or subcategory.
* Due to there being different countries and currencies, the value of each currency is affected. Perhaps, converting in a new column using one currency would be helpful.
* In order to get the length of each project, the date created, and date ended would need to calculated.

**Other Tables/Graphs to Create and their Value-**

* Outcomes based on the goal amount, include number of backers.
  + Does goal amount effect the success and number of backers?
    - This could potentially show if there is any value in creating smaller goals will be more successful or vice/versa.
* Outcomes based on Staff Pick and Spotlight feature, include the pledged amount.
  + Does the status of Staff Pick and/or Spotlight affect the outcome of the project?
    - This could potentially show if these features effect the success of projects.
* Outcomes based on length of project being live, include pledged amount, number of backers.
  + Does the duration of the project being live affect the amount pledged and/or the number of backers that participate?
    - This could potentially show the optimal length of crowdfunding project.
* No. of Backers & Avg. Donation based on Staff Pick and Spotlight, include Category and Sub-Category
  + Does the status of Staff Pick and/or Spotlight effect the number of backers and/or their donation amount?
    - This could potentially show if these features offered effect the number of backers and the avg. pledge amount.

**Statistical Analysis**

* The mean would be more valuable because of it is calculating each of the project’s value.
* There is more variability in the successful campaigns due to the range of data. This makes sense because the successful dataset has 201 more points of data than the failed campaigns. The 564 success campaigns are further spread-out from the mean.