**Report Crowdfunding Goal Analysis**

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
* What are some limitations of this dataset?
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

1. **Three Conclusions that we can draw about crowdfunding campaigns:**
2. ***Mid-Range Goals Tend to Have Higher Success Rates:***
   * Campaigns with goals between $15,000 and $34,999 have relatively high success rates, often reaching 100%.
   * For campaigns with goals lower than $15,000 or higher than $35,000, the success rate does not reach 80% and decreases even further to 37%.
   * This suggests that campaigns within the mid-range financial targets are more likely to succeed compared to those with lower or higher targets.
3. ***Failure Rates Increase Significantly with Lower and Higher Goals:***
   * The failure rate is highest for campaigns with goals of less than $15,000 and $50,000 or more, where over 50% of campaigns fail, compared to mostly 0% failure for campaigns in the mid-range goal category of $15,000 to $34,999 (except for the $20,000–$24,999 range, which sees a 25% failure rate).
   * This indicates that campaigns asking for smaller sums of money face more difficulty in meeting their funding goals, with even worse outcomes for those requesting larger sums.
4. ***Cancellation Rates Are Lower for Mid-Range Goals:***
   * Campaigns in the $15,000 to $34,999 range have a cancellation rate of 0%, while the other two goal ranges see cancellation rates as high as 9%.
   * This could imply that in this range, campaigns are mostly secured to run, while others may need to reassess and cancel before completion, perhaps due to the realization that the goal is either too small or too high, or that the strategy isn't effective.
5. **Limitations of the Dataset:**
6. ***Lack of Contextual Information:***
   * The dataset does not specify the category or subcategory of crowdfunding projects (e.g., technology, food, games). Some categories might have inherently higher or lower success rates, which could explain certain trends in the data.
7. ***Time, Duration, and Market Conditions Are Not Included:***
   * The dataset does not account for when the campaigns were launched or their duration. Crowdfunding trends could change over time, and external factors (e.g., economic conditions, platform popularity) could influence success rates.
8. ***No Data on Campaign Characteristics:***
   * Factors such as the number of backers, the campaign's marketing efforts, or the presence of rewards are not included. These could have a major impact on whether a campaign succeeds or fails.
9. **Potential Tables/Graphs to Create:**
10. ***Success Rate by Goal Range (Bar Chart):***
    * A bar chart comparing the percentage of successful campaigns across different goal ranges could visually demonstrate the trend where mid-range goals lead to more successes.
    * **Value:** This would offer a quick, visual representation of the correlation between goal size and success rate.
11. ***Distribution of Total Projects by Goal Range (Histogram):***
    * A histogram showing the distribution of total campaigns within each goal range.
    * **Value:** This would provide insight into the most common goal ranges chosen by campaigners and how this correlates with success/failure trends.
12. ***Cancellation Rate by Goal Range (Stacked Bar Chart):***
    * A stacked bar chart comparing the percentage of canceled projects alongside successful and failed projects across different goal ranges.
    * **Value:** This would show how cancellations contribute to the total projects, helping to understand if there’s a pattern in when cancellations occur in relation to goal size.