# Conclusions**:**

Goal Amount vs. Success Rate: From the Goal Analysis Line Chart, we can observe that campaigns with lower funding goals tend to have higher success rates. As the goal amount increases, the success rate tends to decline.

Parent Category Trends: The Pivot Chart based on the Date Analysis Pivot Table reveals trends in different parent categories over time. We can identify periods when certain categories experienced higher success or failure rates.

Backer Analysis: By comparing mean and median values for successful and unsuccessful backers, we can determine whether there's a significant difference. Additionally, examining the variability (standard deviation) gives insights into the consistency of campaign support.

# Limitations:

Limited Data: The dataset is limited in terms of the number of features and examples. It might not cover the entire spectrum of crowdfunding campaigns, leading to potential bias or missing insights.

No External Factors: The dataset lacks information about external factors that can influence campaign outcomes, such as economic conditions, marketing strategies, or competition.

Time Period: The dataset covers campaigns within a specific timeframe. Historical trends might differ from current crowdfunding dynamics.

# Additional Analyses:

Campaign Duration Analysis: Explore whether campaign durations influence success rates. Create bins for campaign durations and analyze how success rates vary within these bins.

Geographical Analysis: If the dataset includes geographical information, you could analyze whether campaign success rates vary by country, region, or city.

Reward Levels Analysis: Investigate whether campaigns offering different reward levels affect their success. Determine whether higher rewards correlate with higher funding.

Campaign Duration vs. Funding: Analyze whether campaign duration is linked to higher funding amounts. Create a scatter plot to visualize this relationship.

Text Analysis: If campaign descriptions are available, perform sentiment analysis to understand whether positive or negative language impacts campaign success.

Funding Duration Analysis: Examine whether campaigns that achieve their funding goals quickly tend to have higher success rates.