# Crowdfunding Analysis

## 3 Conclusions

* Trend lines peak around June and July for parent categories while taking significant dips during Autumn going into winter. Judging by this data, it appears the **beginning of summer would be the best time for a crowdfunding campaign.**
* In the sub-parent category, **plays, rock, and documentaries show the highest success** rate in all Countries.
* By analyzing the goals across the board, it appears those with a **goal of 9999 or lower had the most success.**

## Limitations of the dataset

* **There is limited information on the “staff pick category”.** The staff pick category doesn’t appear to hold a lot of weight in data calculations. Why is this category in the datasheet and how did it contribute to the surrounding data?
* **There is limited data on the “parent and sub-parent categories”.** These categories are vague and don’t tell much of the story when there is much left to tell.
* **There is limited data pertaining to the “blurb” category.** Because of this, there is little insight into the specifics of the crowdfunding campaigns and seeing possible trends pertaining to niches and how crowds a receptive to these ideas.

## Possible table and/or graphs

* **A combo chart** pertaining to what the staff picked to show trends in successful campaigns and the parent and sub-parent categories. Staff input can play a big part in campaigns. Do the crowds agree with the staff? Were the staff members giving the crowds what they asked for, or did the staff picks conflict with the crowds in any way?
* **A column with more data on parent and sub-parent categories**. What type of food/food trucks? What types of plays, and films? What are the niche genres within these categories? Knowing specifics in these categories along with the experience and quality of the show provided would give great insight as to why the campaign either failed or succeeded.
* **An added column with crowdfunding-type specifics** along with a **bar chart** showing how these niches corresponded with failed and successful campaigns.