**Conclusions**

By looking at campaign outcomes throughout the year by month, we can see any trends that may exist in levels of success or failure throughout the year. The successful line shows that there are a few smaller peaks of success throughout the year and one more substantial peak in July. This can suggest several things based on the data that we have. Perhaps backers are more likely to donate at this time of year or more campaigns start this time of year. There are also a few trends in the failed line with peaks in January, March, May, and August. These peaks are smaller than the success one, yet it may still have some reason behind why failed campaigns peak at these times.

If looking at outcomes by goal from the table and line graph two goal ranges are most notable. The goal ranges of 1,000-4,999 and 25,000-29,999 see the highest success rates with the most total projects in that range. We also see in the line graph that both successful and failed campaigns plateau between goals of 15,000 and 34,999. In this range, successes are at or near 100% and failures are at or near 0%. It is unreliable to assume that all goal values in this range will reliably be successful since there is a lack of data for some. Yet it may be safe to assume that goals of 1,000-4,999 and 25,000-29,999 are likely to yield successful outcomes.

From seeing the tables and graphs for outcome by category and outcome by subcategory, we see that the category theater had the greatest number of campaigns, and the subcategory plays has by far the greatest number of campaigns. It seems that interest in these types of crowdfunding campaigns is very high, and it could be beneficial to focus on those types more. The number of theater failures is higher than most other categories’ total campaigns, so focusing on making more theater campaigns successful may be worthwhile.

**Limitations**

One limitation of this dataset is that countries outside of the U.S. have a very small sample size. It is hard to get an accurate or reliable international scope of crowdfunding campaigns with so few data points. Another limitation is no methods of crowdfunding are included as data. It is hard to know how to improve success rates or receive higher donations without knowing the methods by which that money was raised. There is no way to know how or why campaigns were successful or failed.

**Other Visualizations**

A helpful additional table and graph to make would be average donation by category and backer count by category. By making a graph for these we could see which categories raise the most money and receive the most interest. This could be helpful in determining what areas to focus on crowdfunding for. Another helpful addition would be campaign length, which you would get from subtracting the launch date from the deadline date, vs. the percent funded or the outcome. This could help show if the length of campaigns has any effect on how successful they turn out to be and could suggest to either lengthen or shorten campaign time, if results show enough financial motivation to do so.