# Report

1. Given the provided data, what are three conclusions we can draw about crowdfunding campaigns?
   1. Campaigns are most likely to succeed in June / July
   2. Campaigns are most likely to fail or be canceled in August / September
   3. Campaigns that raise amounts between $15K and $35K are most likely to succeed
2. What are some limitations of this dataset?
   1. We lack numerical data on individual contributions. We have no way to answer the question, “What size contributions are most common in successful campaigns?”
   2. We lack demographic data on individual contributors. We have no way to answer the question, “To whom should we market our fundraiser in order to increase its chances of success?”.
3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
   1. We could analyze rate of success vs. campaign duration (i.e. ‘deadline’ date/time minus ‘launched\_at’ date/time). This would tell us if there is a ‘sweet spot’ for duration: not-too-long and not-too-short.
   2. We could calculate mean, median, min, max, variance, and standard deviation for categories that are more granular than successful/unsuccessful. We may find find more noise in the data that should be eliminated.