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| Best time for a crowdfunding campaign | **June and July** |
| Most successful category | **Technology** |
| Most popular category | **Theater (plays)** |

**There are a few conclusions we can draw from the data provided about crowdfunding campaigns.**

Overall, June and July seem to be the most successful months for a crowdfunding campaign. It is important to note the least successful months for a campaign are January, May and August.

The category with the highest success rate (67%) is technology. This category had a total of 96 campaigns. The category with a 100% success rate is journalism, however it is important to note that there were only four journalism campaigns in the data set. When compared to the amounts of campaigns for the next most successful categories, the journalism category should be considered an outlier in comparison to the rest of the data.

By a large margin, the most popular category for crowdfunding campaigns is theater (34%). Collectively, categories in the arts genre (including theater, music, and film & video from this data set) are by far the most popular, comprising about 70% of all of the campaigns. Looking at the theater sub-categories, most of the campaigns are for plays.

**There are limitations to this data set that should be considered during analysis and decision making.**

The length of time of the campaigns in these comparisons are varied. We are comparing campaigns that run anywhere from a couple of days to a couple of months. This difference has the potential to significantly impact the final analysis.

This data set spans many years. It could be difficult to glean useful insights from an analysis that does not account for the year(s) that the campaigns took place.

This data set includes information from seven countries. There are likely cross-cultural nuances regarding crowdfunding that should be considered when analyzing this data.

The scope of the data set may be too large to lead to reliable conclusions about what determined the success of a crowdfunding campaign.

**Further analysis of this data set will lead to a more factual result.**

A table and graph that separates the campaigns by year would allow us to see if there is a skewed representation of campaigns across time in the data set.

A table and graph that further filters the length of time of the campaigns could show possible trends with the length of the campaign and it’s success.

A table and graph that shows the relative crowdfunding activities by country and category could provide further insight about potential similarities and differences between countries.

A table/graph that compared the donation amounts and categories could offer useful insights to develop donation ask amounts.