

## Crowdfunding Monthly Report

- Month with Highest Success Rate: While the total count of successful projects varies across months, the "Successful" outcome appears to be most prominent in June with 55 successful projects and in July with 58 successful projects.
- Month with Most Failed Projects: July and August stand out with 35 "Failed" projects respectively. These months have experienced higher failure rates or challenges in project execution.
- Consistency of Cancellations: Cancellations appear to be relatively consistent across months, ranging from a low of 1 in April to a high of 8 in August. This suggests that the reasons for project cancellation might not be strongly influenced by the time of the year.
- Comparison of Outcomes: Comparing the counts of "Canceled," "Failed," and "Successful" outcomes can provide insights into the overall project performance. In this line graph, "Successful" outcomes significantly outweigh the other outcomes, which indicate that the projects overall tend to be more successful.
- Consistent Months: Some months, like September, October, and November, show equal counts for "Successful" outcomes (45 each). Investigating such months could reveal specific challenges or factors that lead to this balance.
- Distribution Shifts: The decrease in "Successful" projects from 58 in July to 41 in August suggests an excessive downward shift. Also investigating the upward shift of "failed" outcomes, from 23 in September, 26 in October, 27 in November, and 32 in December.
- Yearly Trends and Seasonality: By grouping the months into quarters or half-years, you can analyze if there are any trends or seasonality patterns in the outcomes. For instance, do certain quarters have consistently higher success rates or more failed projects?

