**Three Conclusions from the data:**

-Campaigns with higher goals have a higher percentage of success, especially between $15000 and $50000 (a total of 83% success in this range)

-The most popular categories for crowdfunding campaigns are Theatre, Film & Video and Music. The most popular Sub Category is Plays.

-There are more successful campaigns started in June and July than in other months, and more cancelled and failed campaigns started in August than in other months.

**Data Limitations:**

This data set is limited in size to only 1000 campaigns over the course of 10 years, which is a small data set. It also doesn’t have a variety of project types, so the traffic coming to the crowdfunding site could be biased towards the arts for example.

**Additional things to look at:**

Some additional things to look at would be the length of time (in days) that a campaign is open to the success rate of those campaigns. Looking at this would help us understand if it is helpful to have campaigns that run longer. You could use a scatterplot to look for patterns in the data visually.

It might also be interesting to find out if there is a correlation between spotlighted and staff-pick campaigns and their success. You could create a bar chart that has a bar for campaigns that were not staff-pick OR spotlight, staff-pick campaigns, spotlight campaigns, and campaigns that were both staff-pick AND spotlight. You would use percent successful as the measure on the Y axis.

A third thing we could look at is the likelihood of success and the amount funded over time. Are more backers contributing to campaigns from 2010-2015 vs 2016-2020?