**Written analysis of the dataset**

More and more people are using crowdfunding platforms to generate money for launching new projects. But not all have been able to attain success. Hence, many organizations have started using data analytics to analyse the data from old projects that were successful. The purpose of this analysis is to determine a pattern from the past successful projects and implement the same in current ones.

**Three Conclusions from the data**

Based on the given dataset, below conclusions can be drawn.

* 1. **Success rate and goal range:** The goal range significantly impacts the success of the campaign. 10 projects had goal range of 15000 to 20000. 7 projects had goal range from 20000 to 25000. 7 projects had goal range from 30000 to 35000. All these projects were 100% successful.
  2. **Lower goal ranges led to successful campaigns:** Total number of campaigns in the dataset is 1000, out of which 565 were successful and 364 were failed. Based on the goal analysis, it can be determined that campaigns with lower goal ranges are more successful than campaigns with higher goal ranges.

Goal range less than 20000 - To illustrate, 616 campaigns were launched with goal range from 0 to 20000. In this range, 399 were successful out of 616.

Goal range from 20000 to >=50000 - 370 campaigns were launched with goals ranging from 20000 to 50000&above. In this range, 159 were successful out of 370.

From above data, it can be concluded that campaigns with low goal ranges seems to be more successful than campaigns with higher goal ranges.

* 1. **Campaign outcomes depends on the number of backers:** Based on the statistical analysis, it can be inferred that mean, median, standard deviation and variance of successful campaigns are higher than failed campaigns. This also means that successful campaigns have more number of backers than failed campaigns.

**Limitations of the data**

Limitations of this dataset include:

1. **Insufficient information about the campaigns**

Though the given dataset contains vital data such as goals, number of backers, outcome, date of launch and deadline etc, we do not have any information about other parameters such as marketing strategy used by the campaign creators to reach backers, what platform was used by the creators to market the campaign etc. We have a start date and end date of the campaign, but we do not know if the campaign creators tried tweaking the campaign strategy to gain more backers, such as using advertisements, or if the creators tried to extend the deadline for campaigns that did not have enough backers to reach the goals. Did the creators try to market the campaign among backers based on their interest In the parent category and sub category? All these background information is missing in the given dataset.

1. **Limited information on the outcomes**

This dataset contains only the information about the status of the outcomes, namely successful, failed, cancelled and live. Out of the 1000 campaigns, 565 were successful, 364 were a failure, 57 were cancelled. We don’t have any reasons as to why the campaigns failed or were cancelled.

1. **Geographic variability**

Given dataset includes campaigns from 7 countries. Outcomes of the campaigns is also based on the country in which it was launched. Did the campaign creators tailor the campaign to target a relevant audience based on cultural preferences, use strategies to enhance customer engagement ? All this information is not available in the dataset.

**Additional tables and graphs that could be created**

1. **Pledged amount vs goal**: Scatter plots comparing the pledged amount and the goal could be used to visualise how closely the campaigns successfully meet the goals and the co-relation between the pledged amount and the goal.
2. **Geographic distribution and number of backers:** Mapping the geographic distribution of backers for successful campaigns would help derive more insights about the campaign strategy and marketing criteria in that specific location.
3. **Average duration of campaigns based on outcomes:** Date created and deadline of the campaign could be used to visualise how the duration of campaign plays a role in the outcome.

In order to derive insights from the data set, all the above-mentioned information should be considered and additional tables and charts can be used.