**Crowdfunding Analysis Report**

* + Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
    1. Out of total crowdfunding projects, Theater is the most popular category gathering funds from crowdfunding. However, Journalism is the category 100% funded, following by Technology category.
    2. Plays is the most popular category under Theater to use crowdfunding.
    3. Over 50% of the crowdfunding is successful, therefore, we can say the crowdfunding is an effective method to gather funds. People are more willing to support the crowdfunding pledge during June to July (summer) when people are more outside for activities. However, no successful records starting from 2019.
  + What are some limitations of this dataset?

The dataset does not provide the relationship between backer backgrounds and the projects, including the factors of the ages, genders, educational levels or annual incomes, which might affect the success of the crowdfunding.

Also, the dataset can not further tell the status of the projects, like if the projects have been successfully launched or completed and if the status has anything related to the crowdfunding result.

We can’t analyze what factors contribute to the success of

failure of each crowdfunding project. No successful

records starting from 2019, but we can not tell if the data is

missing from the dataset or there was none.

* + What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
    1. We can do outcome vs country in pie chart to see people from which countries are more supportive towards crowdfunding
    2. We can do parent\_category vs country in stacked line chart to see which category interests each country the most?
    3. We can do Average\_Donation vs Sub\_Category to see which Sub\_category has the highest average donation from people, which can indicate where people are most willing to support.