**Conclusions**

1. **Time of Year**

Based on the Crowdfunding data, the early summer months of June and July have higher success and lower fail rates comparatively. September to November also demonstrate an increase in success and decrease in failure. While the month squeezed between, August, has the lowest success and nearly the highest failure rate.

1. **Category**

The Food and Gaming categories are the areas with the lowest success and highest failure numbers, with mobile gaming being the least likely to succeed. Photography, technology and journalism have the highest success vs failure rates.

1. **Monetary Goal**

While there were not an impactful number of campaigns run between the $20,000-$34,999 range, they have the combined highest success rate and lowest failure rates. The second highest number of projects had goals of exceeding $50,000. They also have the lowest success rate and the second highest rate of failure, increasing the risk of investment.

**Limitations**

To gain further insight on the data already provided, it would be interesting to have Geographical information about the company and its backers. Providing trends on the physical proximity of backers to the company would display impact on location. Knowing the age ranges of the backers may also increase understanding of the type of supporters the company desires to target.

**Additional Valuable Displays**

In addition to the number of failures and successes among categories, it would be helpful to visualize their percentages against the total number of companies. There are some categories that have a high success rate, however, have few attempts at getting started. Being able to see which categories have higher success may influence the types of businesses people support.

Comparing the average individual donation amount to the goal may assist companies in predicting the number of backers they need and how much money they need to donate. This may improve the strategic targeting of donors.

**Mean vs Median**

Based on the amount of data points and the distribution, the median better summarizes the data of successful backers. Given the exaggerated extent of the top outliers, those values have skewed the mean to display an average that is much higher and does not represent a majority of the population.

The successful campaign group has a larger variability, which makes sense considering both the range and the standard deviation are larger than the failed campaigns.