**Crowdfunding Campaign Conclusions**

**Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**

* There does not seem to be a pattern that shows which category of crowdfunding campaigns is most successful. The number of successful and failed campaigns is about the same across all categories and subcategories.
* Time of the year does not affect which campaigns are successful and which ones are unsuccessful.
* When the funding goal is lower, there are more successful campaigns. The least successful campaigns had goals greater than or equal to 50000, success rate was 37%. While campaigns with goals below 50000 tended to be more successful.

**What are some limitations of this dataset?**

* We are only looking at 999 crowdfunding campaigns, the sample size could be increased.
* We could look at a more diverse set of campaign categories. This could show us if the category influences the rate of success of campaigns. In our data set, there are only 9 parent categories, and most of the campaigns belonged to the film & video (178 campaigns) and music (175 campaigns) categories, while there were only 4 journalism campaigns.
* The data set only includes campaigns in 7 countries. We could increase the number of countries we are looking at to see if there is a difference in success rate across countries based on category. Out of the 999 campaigns we have in our data set 763 are from the US.

**What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**

* We could create a graph and table looking at average donations based on campaign category and outcome.
  + This analysis would show us if individual backers were more supportive of certain campaign categories than others and if the individual contribution affected the campaign outcome.
* We could look at how long campaigns have been active and how this differed across categories, countries, and outcomes.
  + Campaigns that lasted longer might have stayed open to reach their funding goal, while shorter campaigns reached their goal much faster. Or longer campaigns might have stayed open because they had immense support and they wanted to maximize the amount of funding they could get.