**1st conclusion – Within the dataset given in crowdfunding, we can see that the highest successful outcome rates come from the categories Technology (at a 67% successful rate), Photography (at a 62% successful rate) and Publishing (at a 60% successful rate).**

**We also have Journalism with the overall highest successful rate, coming in at a 100%. The reason I won’t count this is due to the extremely low number of crowdfunds requested (4), I will considerate this as an outlier and until we have more crowdfunds regarding Journalism, I will gladly reconsider their capabilities.**

**REF: Pivot Table 1**

**2nd conclusion – Within the dataset given in crowdfunding, we can determine that the best month to open a crowdfund for category “Technology” is during OCT and NOV. On the pivot chart, we see that April has the highest** *count* **of successful rates for our category, but we must take into consideration the amount of funds that were opened and compare these rates to the successful outcome. OCT and NOV had an outcome success** *rate* **of 83% while April had a 67%.**

**REF: Pivot Table 3**

**3rd conclusion – In general, the most successful outcomes have a goal fund of over $1,000 but less than $5,000 at a rate of 83% being a success. This amount does fluctuate per parent category and can be taken a closer look at if wanted specified.**

**Goal funds from $15,000-$24,999 and $30,000-$34,999 have a 100% success rate but when looking at the number of funds opened, we can see a drastic decrease when compared to the number of funds opened with the goal of $1,000-$4,999. From the looks of it, the range from $15,000-$34,999 has gotten lucky because they include a high success rate, but when wanting something more secure and reachable, aim for $1,000-$4,999.**

**REF: Crowdfunding Goal Analysis**

**Limitations within the Dataset.**

**I believe it would be nice to get some personal information over the backers. We could get a Lastname, Firstname or/and have the backers age so we could see what age group is investing the most. We could also figure out a way to do a 5 year-post-date created and see how this money resulted, either a loss or win (meaning if they closed or grew as a business/ brought plenty of revenue).**

**Other possible tables and/or graphs that we could create, and what additional value would they provide?**

**Regarding reliability, we could create a table that shows us what goal amount had the highest success for a certain category and show us this for each month. This table would also have the abilities to filter through years and we could catch on to any trends. For example, if we saw a high correlation between January and $5,000-$9,999 for Photography throughout the years, we could create the statement that the best time during the year to seek crowdfunding for Photography is January and $5,000-$9,999 will bring the most reliable success.**