**Crowdfunding – a report by Julie Eremeeva**

**Problem faced:**

To receive funding, a crowdfunding project **must meet or exceed an initial goal** (defines ‘**successful**’).

How can we increase chances of having a successful crowdfunding project?

**Data analyzed:**

* How many campaigns were successful, failed, canceled, or are currently live per category
* How many campaigns were successful, failed, or canceled, or are currently live per sub-category
* How many campaigns were successful, failed, or canceled in each month of the year

**Conclusions based on the data:**

1. The “Theater” category has the highest number of successful projects, followed by “Music”, and “Film & Video”.
2. Most successful projects throughout the years were launched in June & July.
3. Sub-category “Plays” consistently exceeds all others in the analyzed countries.

**Some limitations:**

* We don’t know the reason for cancellation of the projects. That equals “blank” data.
* The number of projects in each category is different so it’s hard to tell which category has a better rate of successful/failed projects.
* Our country list is relatively short.

**Possible tables/graphs:**

* Analyzing outcomes based on the launch and end date. That will help us determine if there is a correlation between these values (time that the project was active & the outcome).
* Count of backers for each category & sub-category (filtered by country and year). That will help us understand which projects people were willing to support.