**Crowdfunding Data Analysis Report**

Given the data on Crowdfunding, we can conclude the most successful parent category is Theater. However, with the most success, Theater also had the highest failure and canceled projects. With that in mind, we can conclude that Theater is a popular category and has a higher chance of getting funded and succeeding. More specifically, the most successful sub-categories were plays, rock, and documentaries. This tells us that entertainment is a popular candidate to get funded. We can also conclude the month with the highest success rate was in July, while the month with the most failed and canceled projects was in the month of August. Based on these analyses, we can say the chances of a successful crowdfunding project are high if done in the month of July and in a category that falls under theater, music, or film.

A limitation in the data set is not knowing more specific locations of the projects in order to narrow down areas of popularity and the highest success rate. If we wanted to know the success or failure rates in a specific state or city, we could identify them to ensure better success in funding.

Additional tables we could create to provide additional value are pivot tables that tell us the country, categories, percent funded, and outcome to show us a more narrowed-down success and failure rate.

**Statistical Analysis**

Based on the statistical data, we determine the mean best summarizes the data because it helps us understand the average count of backers needed for a successful campaign.

There is more variability in the successful campaigns because there are a lot more successful campaigns than failed campaigns.