**Crowd Funding Report**

**Background:** Crowdfunding platforms like Kickstarter and Indiegogo have been growing in success and popularity since the late 2000s. From independent content creators to famous celebrities, more and more people are using crowdfunding to launch new products and generate buzz, but not every project has found success.

To receive funding, the project must meet or exceed an initial goal, so many organizations dedicate considerable resources looking through old projects in an attempt to discover “the trick” to finding success. For this week's Challenge, you will organize and analyze a database of 1,000 sample projects to uncover any hidden trends.

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

**Conclusions:**

1. The categories of crowdfunding campaigns that have the most success within this dataset is in the categories of theater, film & video, and music. These categories appear to be the most popular reasons crowd funding initiatives are created.
2. The category of journalism is not one that many crowdfunding campaigns have been created. However, the four campaigns that were initiated, had a 100% success rate. Alternatively, theater being the most popular category of crowd funding, has displayed the most success but also demonstrates the highest rate of failure at 38%. This in turn would suggest that although theater is a popular category and demonstrates a high level of success within crowd funding, it also suggests that crowdfunding for a theater-based endeavor runs the highest rate of risk.
3. In terms of timeline for crowdfunding campaigns, more successful campaigns are initiated in July and the least number of successful campaigns are initiated in August. Interestingly, the number of failed campaigns is usually initiated in the months of January, May, and August. Similarly, the number of canceled campaigns are initiated in August. This leads to the conclusion that August initiation of crowd funded campaigns have the highest risk of being unsuccessful.

What are some limitations of this dataset?

**Limitations:**

1. A limitation to the dataset is that it is unclear as to how the successful campaigns were able to generate the amount of funding they received. It does not outline the strategies that the campaigns initiated, such as the marketing, promotion, and influence on social media platforms.
2. The dataset does not provide any context on the economic conditions in which the campaigns were initiated. Some outside economic factors that could affect the ability of individuals to contribute to a campaign and how much they are able to contribute are inflation, recession, or national disaster.

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

**Possible Further Analyzation:**

* + 1. A further assessment based on the location, time of launch, outcome, and the duration of each campaign would allow for better understanding of conditions captured within the dataset. This would add the additional value of knowing when, where, and for how long a campaign should be executed to be successful.
    2. Additional assessment based on the number of backers, the average donation amount, the category, outcome, and the location of the campaign would allow for further understanding of the average amount of backers needed based on country to be successful. This assessment would also allow for more understanding of the average donation amount based on country based on outcomes.