**Report on Crowd Funding Campaigns**

1. Conclusions we can draw from the Dataset about Crowd Funding Campaigns:
   1. The Theater category has the largest number of crown funding projects launched, almost twice as many as the next category – Film & Video. However, Film & Video has a 3-percentage point larger success rate than Theater, even though their number of projects is 51% of Theater.
   2. Starting a crowd funding for a project in July has the highest success rate, based on data collected from 1000 projects and their status of outcomes, as seen from the below chart. The greatest number of projects that fail are started in the month of January, probably due to lower levels of disposable income just after the holiday season.
   3. The rate of success for campaigns increases month-to-month from May into July, after which it drops to its lowest rate in August, with December being the next worst month to launch campaigns successfully. The lower number in August could be due to “Back to school” shopping in August, and the lower rate in December could be due to the approaching Christmas season shopping.





1. Limitations of Dataset – It doesn’t take into account the reasons why the campaigns failed, nor does it state whether there was a next round of funding that was successful after changes in strategies. This limits the manner in which the data can be used for analysis to increase probabilities of success after changing strategies. A data set which can separate the reasons for failures can help others avoid those same mistakes as well give valuable insight into projects.
2. Some other possible tables which could be created are:
   1. Which country has the largest success rate
   2. Which country has the lowest success rate
   3. If there are any countries that didn’t follow the global trend
   4. Which categories had the largest rate of success
   5. A co-relation between the Category and Goal amounts – which amounts were most likely to get funded
   6. Average number of days the successful campaigns take to reach or surpass their goals
   7. Average donation amounts per category

These graphs and tables would enable a business to better strategize and increase their success rates by changing or tweaking the data points that historically don’t work. While there are multiple ways to present the data, understanding how to play with the data provides a better understanding of how likely the project will be.

