# Crowdfunding Analysis Report

Crowdfunding is a very popular practice for growing small startups or businesses these days.

The provided data gives a very good picture of this platform and how it works.

As followed all the instructions in the challenge we will end up with the following conclusions.

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

Consider three different analyses of the data:

* Campaign outcome Vs Category
* Campaign outcome vs. subcategory
* Campaign outcome Vs Year

From all those approaches the conclusions are:

* The Theater category has been more successful outcomes compared to other categories.
* Out of all other subcategories Plays has more successful outcomes.
* While considering campaign outcomes over the years Live outcome is inconsistent.

2. What are some limitations of this dataset?

* One of the limitations of this dataset is that there are missing values, so it may adversely affect the precision of the analysis.
* Some columns were not in the proper format (launched\_at, deadline), so it took time to clean the data.
* Presence of irrelevant columns (staff\_pick,spotlight).

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

Other possible tables/graphs that we could create based on this data are:

1. Category vs. backers count:

Using this table we can understand whether there is any relationship between the category and backers count. Is there any common trend that gives more confidence to the backers to invest in certain businesses or not?

| country | (All) |
| --- | --- |
|  |  |
| **Parent Category** | **Count of backers\_count** |
| film & video | 178 |
| food | 46 |
| games | 48 |
| journalism | 4 |
| music | 175 |
| photography | 42 |
| publishing | 67 |
| technology | 96 |
| theater | 344 |

From the above analysis it is clear that theater has the most backer's support and journalism has the least compared to other businesses.