**Written Analysis of Data**

**Conclusion 1:** Looking at the data from Category Stats, we can conclude that people use crowdfunding for Theatres, especially for plays. The reason for this could be the reach of plays to people are much lesser than any other category, and plays can be very expensive to make. Hence, for plays, the easiest way to raise money is through crowdfunding.

**Conclusion 2**: Looking at the dataset, it is clear that more than half of the projects have set the goal of less than 9999. The reason for this could be, users want to create buzz more than they want to raise money. Another reason could be most users are students who can’t even afford 10000.

**Conclusion 3:** The goal ratio of most successful projects falls between 15000 to 35000. We can conclude from this data that people are willing to fund a project that doesn’t need too much or too little money. If a project requires too much money, there is a higher risk. If a project requires a low amount, it is not worth wasting time on.

**Limitations:** The main limitation of the dataset is, the column titles are not clear enough to understand for anyone. It would much helpful if column names are understandable. The second limitation would be data counts project as a failure if goal hasn’t reached 100 percent. In my opinion, people might have set up over estimated goals from what they actually need, and that would create misunderstanding for us to understand the real success of crowdfunding projects.

**Possible graphs/tables:** To better understand the relationship between success of project and number of backers, it would be better to create pivot table to show outcome and average donations. Also, it would be better to show in pivot table that which categories has the average of highest goals set, and which categories has lowest average of goals set in order to determine which categories are most extra-vagant and which categories are economical.