**Crowdfunding Analysis Report**Mai Yang

Three conclusions that can be drawn from the data are:

* Majority of crowdfunding campaigns are in the “Plays” subcategory
* Overall there are more successful campaigns than unsuccessful campaigns
* Campaigns that launch in June and July seem to have a higher success rate

One limitation of the data is the omission of other variables that could’ve contributed to the outcome of the campaign such as more specific geographical data, demographic data, etc.

Some other tables/charts we could’ve created to add value to our analysis are:

* Stacked-column chart for outcome by month/year to visually show the ratio of campaigns with each outcome to the total number of campaigns for that month. This can also be achieved by calculating the percentage of campaigns with each outcome for that month and creating a line chart. This will provide more insight than purely looking at the number of campaigns with each outcome as some months might have more campaigns launched than others.
* Line chart of average Percent Funded for each category/subcategory to demonstrate not only if a campaign was successful or not but the level of success.