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

The goal of our analysis is to understand “the trick” to finding success.

Analyzing crowdfunding campaigns, we can see that there is a wide range of different outcomes of success within the successful campaign category. Some campaigns massively exceed their funding goal, while others struggle to reach even a fraction of their target.

1. Of all projects 56,5% were successful, 36,4% - failed and 5,7% - canceled.

The most popular categories from all projects are:

1st – Theater – 34,4%;

2nd – Film & Video – 17,8%;

3rd  – Music – 17,5%

Among the most popular categories the percentage of successful, failed and canceled are approximately the same:

|  |  |  |  |
| --- | --- | --- | --- |
|  | Successful | Failed | Canceled |
| Theater | 54,4% | 38,37% | 6,6% |
| Film & Video | 57,3% | 33,7% | 6,1% |
| Music | 56,6% | 37,7% | 5,7% |

1. Most of the successful projects (63,9%) with a goal under 10,000. The

percentage of failure among this category is 31,3%.

On the other hand, the majority of campaigns with funding of more than 50,000 failed- 53,4%, 9,2% were cancelled and only 37,4% were successful.

The chart which is based on the overall outcomes on Launched Dates shows the month that launched the most successful campaigns was in January and July. However, January and July had a similar number of failed campaigns launched.

* What are some limitations of this dataset?

Campaign projects performed in this dataset are from different countries and have different exchange rates. Providing the conversion rate for the funding amount will be valuable information.

The year range for this dataset is 2010 to 2020. If we had information about current data. We could have analyzed current trends.

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

A successful campaign has met or exceeded its funding target within the specified campaign duration. I would suggest an additional graph which shows the relationship between the duration of campaigns and the number of backers. It will help to see a relationship between the fundraising goal and the number of days funded and better understand how fast successful projects are reaching funding goals.

The bar chart provides information on how to change the proportion of projects within each category during the 2009-2020 period of time.

The map table with the geography of success and failure among crowdfunded campaigns also seems to me valuable.