Background:
Crowdfunding platforms like Kickstarter and Indiegogo have been growing in success and popularity since the late 2000s. From independent content creators to famous celebrities, more and more people are using crowdfunding to launch new products and generate buzz, but not every project has found success.

To receive funding, the project must meet or exceed an initial goal, so many organizations dedicate considerable resources looking through old projects in an attempt to discover "the trick" to finding success. For this week's Challenge, you will organize and analyze a database of 1,000 sample projects to uncover any hidden trends.

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

- July had the most successful outcomes for the year with 58 successful projects, while August was the least successful with 41 and had one of most failed events with 35 failed. August only had 49% successful campaigns. I did end up calculating the percentage of those that were successful each month based on how many were launched that month and June actually had the higher success percentage with 64% of the projects in June were successful, while 62% of the total projects in July were successful.
- Within the Categories there were only 4 journalism projects but all were successful. Within the SubCategories of the three World Music projects and the four Audio projects all seven of those were successful. Technology projects were successful 67% of the time, while the Games category had the worst success rate with 44%. Within subcategories, Mobile Games specifically was only 33% successful.
- While Plays look like the clear winner for the amount of successful campaigns (187), the percentage of successes for this category (55%) is actually below the average success rate (57%) for all campaigns.

What are some limitations of this dataset?
What is the criteria to deem a project successful?
What is the duration of the projects? Does that impact if they are successful or not, with shorter timelines to reach their goal?

What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
- I went ahead and created an additional column on the Category, Subcategory and Dates Pivot Tables to calculate the percentages (Example: theater had the most successes with 187 but that was only 54% of the total theater projects.)
- Average donation and Category/SubCategories this could gain more insight into predicting how many backers you may need for various categories to meet specific goals

- Average Donations vs time of the year to see if the time of year effects those from contributing.
- Goal vs Category/Subcategory to see if certain types of projects need more funds to support it.