**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 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?

1. The top 3 categories of most successful campaigns are Theater, Film & Video, and Music. This tells us that people are more likely support the creative and performance arts. Additionally, more popular figures and flashy marketing is connected to these industries, which can lead to more dollars and higher visibility.
2. However, those categories most funded and supported are just as likely to fail an equal amount. This may also be because the arts are such a subjective area where interpretation and experiences vary from person to person. What still remains fascinating is that the most funded campaign falls under the sub category of “plays.” This type of live performance art can create strong connections between artists and audience, which may help funding dollars.
3. Although Journalism has the lowest amount of successes, it has the highest percentage rate of success. We can draw conclusions that the type of projects where due diligence and thoughtfulness behind a campaign may add to its success. Creatives tend to take big risks, whereas journalists gravitate toward truth and relevance.

* What are some limitations of this dataset?

Some limitations are that it doesn’t include break down where the funding dollars go to, or what truly determines “success.” We also can’t ignore that

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

It would be interesting to see the length of a crowdfunding campaign to see what the average amount of time a campaign reaches its goals, and what kinds of categories are fastest and slowest. We could then see if there are patterns in length of raising vs success rates. Also, we could see the average amount of money an organization sets their goals per industry and see if we can find patterns in outcomes and compared to other industries. This could potentially paint a picture of ROI amongst different organizations and categories.