**CROWDFUNDING REPORT**

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

1. Meeting a crowdfunding goal (Percent Funded = 100%) is not a predictor of success (while surpassing your crowdfunding goal [Percent Funded >100%] enhances a successful outcome)
2. Audio journalism campaigns appear more successful (4/4) than other campaign types and typically exceed funding their funding goals ( >100%), at least within this dataset
3. Time of the year (**Date Created**) across Years (i.e., Month) is not a predictor of success, as most months have similar rates of success; failure; and cancellation

* What are some limitations of this dataset?
  + Lack of detail on potential other variables important to Outcome (e.g., size of team/organization organizing campaign; resources available to support campaign; methodologies used to undertake campaign; etc.)
  + Some Sub-Category descriptors could have more depth/context, for example,
    - Type of food truck might offer more insight (Mexican; barbecue; pizza; etc.)
    - Type of video games (sports; adventure; puzzles; racing; etc.)
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + A graph expressing the relationship between **backers\_count** and **outcome** to determine if campaign size is a reliable predictor of success (or failure)
  + A graph expressing the duration [calculated using **Date Created (launched at)** and **Date Ended (deadline)**] plotted against **outcome** might provide insight into whether shorter campaigns are more or less successful (this could help with campaign planning and logistics)
  + Currency conversion could precede plotting of equilibrated funding (for example, all Euro [€] amounts) versus **outcome** to ascertain if a campaign’s outcome is related to **pledged** amount and/or **country**