**Crowdfunding Report**

3 Conclusions:

1. Although the number of backers and amount pledged might change depending on the initial goals of a launch, statistics show that having a higher average of backers and amount pledged increases a launch’s chance of being successful. Successful launches saw an average of 851 backers, while failed and cancelled launches saw an average of 586 and 434.5 backers. In addition, successful launches had an average of $50,329 pledged while the combined average of failed and cancelled launches was $30,998.50 pledged. However, a better telling of a launch’s outcome is the percent of the initial funding goal that was pledged. Among failed and cancelled launches the average percentage funded was 49% and 46%. While with successful launches we see an average percentage funded of 317%. We can conclude that percent of the initial funding goal that was pledged.
2. Across all categories of launches (that are not live) there was an average success rate of 61.86%. The launch category that found the most success was “Journalism” with a success rate of 100%. The launch category that was the least successful was “Games” with a success rate of 46.66%.
3. Launches that were created in the month of August saw the lowest number of successful launches and the second highest number of failed launches. We can conclude that August is statistically the worst month to launch.

Data Limitations:

Some limitations to this dataset are factors that are not mentioned in the dataset that might be important to the outcome of a launch. For example, A company might reside in a better part of their country to launch their company, so knowing the city and zip code that the company operates out of would be helpful.

Other Possible Tables and Graphs:

Another table/graph that could add additional value to this dataset would be a comparison between the success/failure of a launch between the countries that the company resides in. In addition, a graph that shows the relationship between percent funding with success rate would give better insight.