**Report**

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

1. It Appears campaigns that had events that were engaging tending to yield a better outcome. Those events like Plays, Theater, Concerts, and Movies.
2. Campaigns that were run in the summer months like May through August lead to better outcomes than those run during the winter months on average.
3. Campaigns with more reasonable goals set tended to have a better outcome than campaigns that had large goals. Matching your goal to number of backers was important. Having many backers helped to reach larger goals better than relying on larger donations per backer.

**What are some limitations of this dataset?**

This sample size may not be significant enough to draw reliable conclusions from in order to make changes for future campaigns. A larger data set would lead to more reliable results. Having a bit more context to who these backers are, Age, Income, Sex, and Repeat donations could be helpful to pinpoint target markets or demographics.

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

I would like a graph that takes the conversions of all these different currencies to USD so that we can compare how much they are generating by comparing apples to apples. This way we can better judge levels of success. Then compare those conversions with type of campaign to see which events are generating the most funds by event type.