**3 Conclusions from Data**

1. Category Popularity with Success to Failure Ratio:

Some categories attract a larger number of campaigns overall. For instance, Film & Video, Music and Theater categories have a higher total number of campaigns, with 162, 165 and 319 campaigns respectively (combining both successful and failed campaigns).

On the other hand, journalism has the fewest campaigns overall, with only 4 campaigns recorded in the dataset. This suggests that certain categories are more popular among crowdfunding campaigns. And while comparing the numbers of successful and failed campaigns within each category, we can observe the success-to-failure ratio. For example, in the film & video category, there were 102 successful campaigns and 60 failed campaigns, indicating a higher success rate compared to the number of failures in a popular category. On the other hand, journalism had no failed campaigns out of the 4 recorded, implying a 100% Success rate. These ratios provide insights into the relative likelihood of success within each category.

1. Variation in Successful Campaigns:

The number of successful campaigns varies across different categories. For example, the Theatre category has the highest number of successful campaigns with 187, while journalism has the lowest number with only 4 successful campaigns. This indicates that certain categories may be more successful than others when it comes to crowdfunding.

1. Funding Goals and Backer Engagement relationship:

Analyzing the relationship between the funding goals, campaign outcomes and Backer engagement, it can provide insights into the influence of Goal amounts on success rates. It can reveal whether campaigns with higher, lower or realistic funding goals are more likely to be successful, potentially informing creators about setting realistic and achievable funding targets. Further analyzing the level of backer engagement, such as the number of backers or total funds pledged, can provide insights into the impact of community support on campaign success. It can reveal whether campaigns with higher backer engagement tend to have higher success rates, highlighting the importance of cultivating a strong and supportive community.