**Crowdfunding Report**

While there is quite a lot to draw from the crowdfunding sheet I see 3 main points. Firstly, I see that technology appears to be quite underused as an asset towards raising the money for these campaigns. On the graphs you are able to see that technology has the one of the best ratios of successful to failed campaigns, and yet is only the 4th most used media lacking quite far behind the likes of music, theater, and film. I think its clear that implementing a more technological focus into these campaigns could end up being very beneficial. Secondly, I am able to draw that plays are easily the most used form of fundraising for these campaigns which I find interesting because it does not seem to have a demanding reason as to why that is. The ratio of successful to failed campaigns when using plays are pretty average in comparison to other categories. And the imagined cost for a play in comparison to other categories would imaginably be larger, so maybe giving some other categories more of a try would be useful in the future for these campaigns. And lastly, I drew that most canceled events either fall within film, music, or theater; which all happen to be live events. So by using one of those categories the organizer is taking on an extra risk in which the crowdfunding event may just get canceled. These live events are at more of a risk of this because the people performing in them may always have something come up the night of, or a multitude of other factors. But even so the added risk is probably worrisome for the event organizers and may cause some organizers to stay away from categories like those.

Some limitations of this data set are that we are unable to see if there was maybe one large donor who really was the cause of the goal being reached. So maybe adding the median donor could help better show how some of these goals were reached. I also believe that another limitation is that it is difficult to tell whether these are just groups of people trying to raise money, or if these are companies or complete charities running these campaigns.

Some other graphs and charts that could be made include the relationship between the goal and the category chosen. This could help show how the size of the goal influences the choice of category. It would be very interesting to see that comparison between smaller and larger goals choosing different categories. Another graph that could be made could be the relationship between average donation and country as that would be another interesting way to compare the countries.