**Crowdfunding Analysis Report**

1. Three conclusions we can draw from crowdfunding campaigns:
   1. Based on the first Pivot Table that compares Parent Category to count of Successful, Live, Failed, or Canceled campaigns we can conclude that the categories of film & video, music, and theater have the highest counts of success. On the other side of that coin, those parent categories also have the highest counts of failure. One could surmise that it could be potentially risky to start a campaign in any of those parent categories based on this data.
   2. Based on the third Pivot Table that compares count of campaign outcome to month created, we can surmise the most successful months to start a campaign would be June and July. In these months there are a combined total of 179 successful campaigns.
   3. Based on the line chart comparing percentage of Successful, Failed, and Canceled campaigns to their initial goal amount, we can conclude the most successful campaigns had goal amounts between $15,000-$25,000, and $30,000-$34,999.
2. In this dataset there are unequal counts of successful, failed, canceled and live campaigns which makes statistical analysis between these types of outcomes difficult. In addition, the dataset does not include other factors that may have played a role in the outcome of a campaign such as number of workers and hours worked on campaign.
3. We could compare average donations per backer to parent and/or sub categories to analyze if backers are more willing to pay more on average for certain categories such as theater or music. This could lead to finding cultural trends in today’s environment, i.e., people might be more willing to pay more for one type of service than the other, allowing new campaigns to adjust their marketing to ensure maximum donations.