**Crowdfunding Analysis**

The data provided to analyze the Crowdfunding information include fields pertaining to the identification of the project, timelines, financial information, project outcomes and various other fields.

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

1. The **theater** category had the most projects, most successes, and most backers. The number of total backers in theater was nearly double music, the next highest parent category.



1. The top 3 categories theatre, film & video and music all exhibited similar ratio “Cancelled, Failed, and Successful” projects.



1. Projects that began in July had the highest success rate.

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

1. The currency lacks standardization, complicating the creation of unified visualizations and calculations. Introducing a single currency would normalize the data. Although the data spans ten years, complications with exchange rates may arise, prompting the consideration of another data set to determine and normalize the exchange rates.
2. We do not understand what factors went into generating funding. Was there any spending associated with the crowd funding. If the crowd funding required more resources such as human capital, money, or time then it would be interesting to see what could be allocated better to reach goals.
3. Gaining insights into when the goal was achieved relative to the campaign's start and end dates or understanding the campaign's duration is crucial for comprehensive understanding.

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

Histograms and Box Plot/Whisker charts aid in illustrating data skew when descriptive statistics are not easily grasped by an audience.

Calculating the campaign length enables us to generate a table or graph that examines the success rate relative to the duration of the campaign, providing insights into the time required for success.