**Crowdfunding Platform Analysis**

We analyzed this dataset comparing goals and outcomes to industry categories, sub categories, and date of creation. We also broke down goals into different ranges and compared outcome percentages in this respect. The most obvious conclusion we can draw is that theater”, music, and film are the most popular types of campaigns. Perhaps the crowdfunding platforms we drew data from are geared more towards these industries from a marketing perspective or these industries lend themselves better to crowdfunding. All in all, we can recognize a stronger relationship exists here. We can also see from the data that as the number of campaigns in a category grows the successes grow as well, but the rate of success remains roughly around the 50%. It does not appear that any one industry has found the “secret to success”. Nonetheless, we can look for similarities in the successful campaign models of these categories to gain a better understanding of what is improving success rates. Finally, breaking down the goals of each campaign into different ranges shows us that campaign goals in the $1,000 to $4,999 range are frequent and success rates are high. Another helpful data chart would show a category comparison in this specific goal range. A correlation between this goal range and the theater category, for example would indicate that part of the reason theater success is high is because the goals are relatively low. Our analysis did not consider how long each campaign lasted, which would obviously effect a campaigns probability of success. Another chart comparing outcomes with length of campaign could give further insight or reveal some other trend. Also, out dataset does not include which platform was used by each campaign. Crowdfunding platforms may differ greatly and are certainly a variable to success that should be considered.