Crowdfunding campaigns are used for many industries and countries across the world. Through data analysis several outcomes have been determined for the success and failure of such crowdfunding campaigns.

The data provided shows the outcomes of crowdfunding campaigns through parent categories and sub-categories. These outcomes are listed as successful, live, failed and canceled. From the data provided the following conclusions are made about crowdfunding campaigns. The parent categories of Theater, Film and Video, and Music have the largest quantity of crowdfunding campaigns with totals of 344, 178 and 175 respectively; while Food, Photography and Journalism has the least number of crowdfunding campaigns with 44, 42 and 4 respectively. Also, the sub-category of Plays exceeds all other campaigns; 344 campaigns out of 1000 campaigns total. Lastly, upon breaking down the campaigns by date created the data displays January and February as the 2 largest months for campaigns to begin.

The data provided does have limitations. These include the total overall goal for each campaign, the percentage of successful, failed and cancelled campaigns and the total length of each campaign compared to success, fail or cancelled. These additional data points can be achieved through another pivot chart and line graph to determine the outcome compared to the goal.

Upon determining the mean and median for the successful and unsuccessful campaigns based on backer count, the data states successful mean is 851 and median is 201 while unsuccessful mean is 588 and median is 115. I feel that the median is the more accurate data description due to it tossing out the exceptionally high values. Evaluating the median value will show a more realistic count of backers since the majority of the backers counts are not in the 851 range for successful and 115 for unsuccessful.