Crowd Funding Analysis

Three conclusions that can be drawn from the data about crowdfunding campaigns are:

* Theater, music, and film seem to be the most popular crowd-funded campaigns. All three also have over 50% success rates.
* The United States has the most crowd-funded campaigns from any other country represented in this data.
* If we look at the graph that shows the canceled, failed, and successful campaigns by month, there is a dip in successful campaigns in August, followed by an increase the next month, and a spike in failed and canceled campaigns in the month of August followed by a dip the next month. This could be because people are occupied with other activities. For example, late August to early September is usually when kids are returning to school for the year. Even though the success rate increases after August the numbers are still not as high as they were during the summer months.

One piece of information that we could add to this dataset is on what platform this crowdfunding campaign is taking place. For example, websites like Kickstarter and Indiegogo allow crowdfunding campaigns to really work. We could also add a new set of data that tells us whether the goal was met and another column that tells how much over or under the company was on its goal.

We could show successful, failed, canceled, and live by country. This will allow us to see which country has the most crowdfunding campaigns also which country had the most success and so forth. We could also create a table that would show by country, the percentage who donated the most money compared to each company's goal. This would give us a more clear picture of who actually gave the most money while not being skewed by how many crowdfunding campaigns were actually in that country.