**Conclusions based on Data:**

1. From the data, we can conclude that Crowdfunding campaigns in the technology category are more likely to succeed in developed countries such as the United States, Canada, China and the United Kingdom. In the technology category, the response to crowdfunding campaigns for developing web-based products has been more positive, as evidenced by a 70% success rate across all regions.
2. Based on the data, the general success rate for crowdfunding campaigns remains around 45 to 60%, with campaigns in the technology category experiencing the highest success rates, at roughly 67%. On the other end, we can observe that crowdfunding campaigns in the ‘Games’ category are more likely to fail than they are to succeed.
3. Another conclusion that can be drawn from the data is that crowdfunding campaigns launched in the months of June and July have shown higher success rates, while those launched in May and August show the highest failure rates. This could indicate the presence of external factors, as people’s mindset seems to be different during these months.

**Limitations of Data:**

1. Out of the 1000 campaigns in the data sheet, 763 (over 75%) are campaigns based in the US, showing that the data is more biased to one country. Hence, this data cannot be used to reasonably draw conclusions about the success likelihood of campaigns in other countries. It can only be used to make observations and predictions about the success likelihood of campaigns based in the US. Furthermore, since the amounts pledged for each country are mentioned in the domestic values, the amounts would have to be converted to a common standard before we use them to draw conclusions.
2. While there are 1000 observations, the number of campaigns in each category is not uniform enough to make reasonable comparisons. For instance, crowdfunding campaigns in the journalism category show a 100% success rate, but we must also acknowledge that there were only 4 campaigns in the category while all other categories had at least 30 campaigns. Hence, it would be ill-advised to assume all campaigns in the journalism category would be successful, as there is not enough historic data to base such a claim on.

**Other Tables/Graphs:**

From the data set, we could also try to find more information, such as the amount that has been pledged per category or sub-category, the number of backers per category or sub-category, and the average amount contributed per backer per category or sub-category. We could also obtain this information by country, and year of campaign.

In addition, we could also try to understand if putting a campaign in the Spotlight increases its success probability (In this instance, the answer is No – campaigns without the spotlight have shown a slightly higher success rate (57%) than campaigns with (55%) – indicating the spotlight did not affect the success probability).

**Statistical Analysis**

Since the difference between the minimum and maximum number of backers is very high, it can be ascertained that the data is somewhat skewed, with more than one outlier being present on either end of the spectrum. Hence, it can be concluded that the median summarizes the data better.

Based on the data there is more variability with successful campaigns as we are able to notice more outliers in successful campaigns.