1. Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
   1. When looking at data for all countries, the following three categories displayed the highest numbers of “successful” crowdfunding campaigns: 1.) Theater 2.) Film & Video 3.) Music
   2. In the US, the sub-category of plays, although having the highest number of successful campaigns, also had the highest number of failed campaigns at **106**. This was then followed up by rock concerts at **19** failed campaigns and a tie between indie rock concerts and food trucks at **15** failed campaigns.
   3. When looking at all years, the month with the highest number of canceled campaigns at “8” was August. The month with the least number of canceled campaigns at “1” was April. From this data, we may be able to say that funding campaigns that occurred in Spring are less likely to be canceled than those that occur in Fall.
2. What are some limitations of the dataset?
   1. The dataset only contains quantitative information on outcomes by measuring the percentage funded to the original goal. There is additional outcome information such as qualitative labeling of successful, failed, live, or canceled but it would be nice to see additional quantitative information like the number of users.
   2. Another nice tool of measurement that I would like to see is user satisfaction ratings which could be represented with either quantitative measurements on a scale or qualitative responses.
3. What are some other possible tables and/or graphs we could create, and what additional value would they provide?
   1. Another possible graph we could create is a pivot table looking at the sum of backers by category and outcome. That way we can see if there is a relationship based on the number of backers and successful, failed, or canceled outcomes.
   2. We can also look at the outcomes of parent categories by country. This will help us determine trends of outcomes by country and even narrow it down to trends across countries by category.