1. Given the provided data, what are three conclusions we can draw about crowdfunding campaigns?

We can determine that the campaign had been more successful around May-July.

The campaign failed and successful ratio were very close in both parent and sub- category of theater and play.

Journalism category had the least failed campaign.

1. What are some limitations of this dataset?

We cannot measure the successful and failed value precisely because they are based on goal and pledged which there isn’t any specific pattern for goal and know how each campaign come up with different goal.

We don’t have access to who are the audience are, such as their age group, gender and exact location. We don’t have enough data to show the worldwide economic situation that might affect the success rate of the campaign such as recession or pandemic.

1. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

We can illustrate the scatter chart based on country and use the outcome value to see which geographical location had the most successful or failed ratio.

We also can get more information if we compare the country and outcome value to understand the trend for successful and failed campaign.