**Questions:**

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
* What are some limitations of this dataset?
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

**Response**

**Three conclusions** that can be drawn about crowdfunding campaigns are

1. The theater category has nearly twice as much crowdfunding campaigns than any other category.
2. Plays are the largest crowdfunding by far with at least 3x as many campaigns initiated than any other sub category. It is also the only subcategory in the theater section.
3. There does not appear to be a large variation in crowdfunding outcomes depending what month of the year it is. There may be a slight uptick in successful campaigns in the summer months of June and July.

**Some limitations** of this dataset are that

* It is unclear who the name in column A is for (I assumed the backer, or the group involved in gathering pledges).
* The blurb does not really add anything because there are so many descriptions that could not be sorted on. It is unclear what the relationship is between the group doing the crowdfunding and the category.
* To me it is unclear what the “staff pick” and “spotlight” columns are for.
* The challenge stated that the goal was to “organize and analyze a database of 1,000 sample projects to uncover any hidden trends.” I think this data does not necessarily allow one to drill into what made a project successful. It only really allows one to see the number initiated, the outcome, and how many by category. Additionally, it is possible to see if there is a year or time of year that is better for crowdfunding campaigns.
* There is no information as to WHY a campaign was cancelled or failed.

**Some other tables or graphs** that we could create are:

* Percent successful campaigns in each category/subcategory – For example in the category table/graph you get the initial reaction that the theatre category is most successful as the bar is the tallest, however, the relative split between failed and successful is close to 40/60 (visually) while for some of the categories with less campaigns they are more successful, closer to 30/70 (like publishing and technology)
* How many sub-categories are there for each category, or within each category, a way to see which sub-category is more successful for each parent category.
* A graph to compare outcomes by country. Are there different levels of success in different countries?
* An analysis of the backers to see if there is a sector that is more likely to donate to crowdfunding campaigns than others. Additionally, analysis of number of backers per category might provide some more insight.
* A comparison of crowdfunding outcome by year to see if things have changed over time.
* A graph to see how many times a single organization has been involved in a campaign and often they have been successful or A graph to see which organizers were involved with unsuccessful campaigns (failed or cancelled)
* Is there a correlation between how long a campaign ran for and the success of the outcome?