**Crowdfunding Campaigns**

**Question 1**

1. We see that Plays (theater) campaigns have received the most amount so success, but also have received a lot of failing. However, we do see that the success is above 50% compared to the percentage of failed campaigns. There are some that were cancelled, but overall, this campaign was very successful.
2. We can also see that film & video campaigns that have received success, with more than 50% of campaigns being successful compared to the failed campaigns, and cancelled ones.
3. From reviewing the months and the years, it looks like there is a high percentage of failed campaigns each month. Campaigns targeting are often challenging and hard to choose, so I believe there was a potential of improving their failed campaigns, if they have considered the right audiences in which where the campaigns were targeted.

**Question 2**

1. I believe the dataset could have provided a little more information on where the campaigns were created, just so we know a pattern of where the campaigns have failed and why.
2. I it would of also been nice if we knew who cancelled the campaigns, it makes me curious about the reason and why they failed, again to track pattern and improvement.

**Question 3**

1. I think some of my above answers this question already. From the additional tables and data we can add additional graphs that would help us understand the goals better.