**Challenge 1 Report**

**What are 3 conclusions that we can draw about the crowdfunding campaigns?**

* There is an overall higher average number of backers (+235) affiliated with successful campaigns than failed. (See Campaign Success Sheet)
* The arts (theater, music, film/video) are more successful and popular than the other campaigns. (See Category Pivot Table)
* There seems to be a seasonality to the success and failure of campaigns. The Spring/Summer months show spikes in the success rate which tapers off as the end of the year nears. (See Dates Pivot Sheet for graph)

**What are some limitations of this dataset?**

I’m unsure on this. The data seems rather comprehensive and was able to be sliced in multiple different ways.

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

A table/graph that shows average donations and their relation to successes, failures, and cancelations could prove valuable. Assuming the number of backers remains the same YoY, those who failed to achieve their donation goals may use this data to increase their ask per backer in an attempt to hit goal.