**Crowd Funding Goal Analysis**

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

1. Crowdfunding campaigns that have a goal of greater then $50,000 have the greatest cancelation rate and lowest success rates.
2. June and July are the best months to initiate a crowd funding campaign because they have noticeably higher success rates.
3. Plays, Radios, and Podcasts have the most total crowd funding campaigns.

* What are some limitations of this dataset?

Is this sample data set of crowd funding campaigns representative of the entire population of all crowd funding campaigns.

Some of the subcategories could be broken out farther. For example, the food trucks could be broken out into the different kinds of food trucks or the translation publications could be broken out into the different styles. (Fable, Fiction, Historical, and so on) there could be other trends we are not seeing.

More details over why cancelations occurred would be helpful.

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

I would add a column for percent success rate to each of the existing pivot tables to help look for trends. Also, you could add a list with each of the subcategories on the last chart that used Count IF’s. So that you could see all of the values we created for each sub category by switching through the list.