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

1. The majority of the total “failed” campaigns in all categories between the years of 2010-2020 had launch dates in the month of January.
2. The majority of the total “failed” campaigns in all categories had launch dates between the years of 2015-2016.
3. The majority of the “failed” campaigns by category were in the “theater” category and the majority of those failures had launch dates in May of 2014.

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

without cross-referencing some of the data from the other tables in the workbook, it would be more difficult to determine in which launch months a particular category of campaign would be more likely to fail without checking each category one at a time in the “launch date outcomes” sheet for each and every year.

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

It could have been useful to see a table(s) breaking down each campaign category by the number of failures in each month/year rather than just the year. This could provide statistical data on what category of campaign is more likely to fail based on the time of year. See “failed campaigns analysis.xlsx” for an example of how I used a similar set of tables to find out that a campaign with the category of “theater” was more likely to fail in May of 2014.