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

Based on the Category sheet, the chart shows that most of successful projects fall under Theater, Film & Video, and Music. This indicates that campaigns in the entertainment field have a higher success rate, likely due to the larger volume of projects and a strong audience base.

• Similarly, the Subcategories sheet reveals that “Plays” within the Theater category are particularly successful. This suggests that this field has a more favorable fan base that actively supports campaigns and helps them reach their goals.

• The Goal Analysis table shows that projects with goals between $15,000 and $35,000 have a higher success rate, even though the quantity of such projects is lower compared to the $1,000–$15,000 range.

• Projects with goals over $50,000 show the lowest success rate, highlighting that setting realistic and modest goals increases the likelihood of success.

• Based on the Backer Analysis sheet, the table shows that successful projects tend to have a higher average number of backers compared to failed projects. This indicates that attracting more backers significantly contributes to a campaign’s success.

• The Monthly Trends sheet graph reveals that the number of successful campaigns increases from April to June, reaching its peak in June, before declining from July to September. This trend highlights seasonal variations in campaign success.

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

With only 1,000 companies in the dataset, it may not accurately represent all crowdfunding campaigns. The dataset lacks important variables such as marketing efforts, or platform used. These factors could significantly impact the success rates.

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

Creating a chart that compares campaign duration to success rate could help identify optimal durations for maximizing campaign success.

Geographic Trends: Using the column with country data, a chart showing success rates by region would provide valuable insights into geographic differences and help identify regions with higher support for crowdfunding.

A deeper analysis of seasonal patterns, such as comparing success rates over multiple years could offer insights into the best times to launch campaigns.