**Danielle Bogan**

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

* All of the journalism categories did succeed. We could argue also that there was not enough data to accurately make an assumption on
* Plays sub category was more popular in crowdfunding with a grand total of 344 also had the highest number of fails 132.
* Crowdfunding may not be the best way to get funding for non-entertainment industries.
* Most of the funding come towards the end of the year.

**What are some limitations of this data set?**

The scope of the data is very broad across varies industries. This is a limitation because seeing that Theatre is the most popular amongst the rest, we could have captured more data around this industry and get more meaningful data. We can also see that the dates for the funding were not consistent for each company/product. This could have allowed companies/products to get more funding or less depending on their timeframe.

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

I would have also used a Pie chart. This tool shows a good visualization of the distributions on funds amongst all the industries and how they stack up against each other. I would even suggest to use a scatter plot to show the average of the amount of donations for each parent category.