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

1. Theater/Plays are by far the most common category/subcategory of campaigns representing ~1/3 of all campaigns.

2. On average more than half of crowdfunding campaigns are reaching their initial goals with the campaign’s success rate picking in summer (June-July).

3. The most successful crowdfunding campaigns have a goal between 15,000 and 40,000.

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

1. Not standard metrics: the currency needs to be normalized across all countries.

2. Incomplete or missing data: some of the years have missing data, so the results might be skewed one way or another because of it.

3. No demographic information – so we do not know if this sample is representative of all population.

4. Limited timeframe – the dataset might not capture long-term trends.

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

1. I would want to look at the success rate of crowdfunding campaigns with respect to the initial goal & number of backers. The reasoning: if the set goal is too high it might have lesser success rate.
2. The same graphs outcomes we built in the statistical analysis part but based on the backer’s average donation. Reasoning: the reach of each campaign is different depending on who is running the campaign and to what demographics a campaign is able to reach.
3. Also, the graphs with outcomes based on the length of the campaign with filters by average donation ranges. Reasoning: the longer the time frame the higher is the chance for the campaign to reach its goal.