1. **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**
2. **Theater** is the **most popular submission category**, representing **34.4%** of all submissions. This is followed by **Film&Video (17.8%)** and **Music (17.5%)** respectively. All Theatre categories have the subcategory ‘Plays’, making this by far the most common subcategory.
3. Submissions in **July** are more often successful than any other month (58 of 94 total July submissions) – more analysis needs to be conducted as to correlation or causation of this effect.
4. **42.1%** of all submissions are either **cancelled (57)** or **failed (364)** with the greatest failure rate (as a percentage of submissions per month) occurring in **August (41.2%).**
5. **What are some limitations of this dataset?**

* Donations are stated in different currencies, making it difficult to quantify and compare funding across different countries/currency.
* There is no explanation/category for cancellations and failures – this does not allow us to observe trends in unsuccessful projects

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

* Pie chart showing which country each project is from
* Box & whisker/histogram/scatter plot showing the average length from project creation to conversion (by category, country, outcome etc)