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

1. The three parent categories with the largest backings are film/video, music, and theater. These three categories share a similar characteristic that they are all what could be considered a type of “performance” or “production”. So, we could draw a conclusion that performances & event productions tend to receive the largest backing.
2. Rock music & sub-genre’s music are the most popular types of music.
3. Based off the line chart in pivot table 3, the number of “failed” and “successful” projects have a positive correlation and are both inversely correlated with the “canceled” projects. “Live” projects appear to be random if only using the line chart.

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

1. Some of the variables like “staff\_pick” and “spotlight” are not self-explanatory enough to understand what they are referring to; therefore, their conclusions won’t be meaningful.
2. The projects are in different currencies which can make it more difficult to accurately compare them to each other.
3. Two projects that went on for two years have no pledges which appear to be outliers or errors in the data. Because their values are “0”, some of the other data calculations produce an error because you can’t divide by zero.

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

1. A column chart that shows the total funding per category would allow us to compare cash-flow generation and funds demanded.
2. A line chart showing the funds demanded and project success rates would allow us to see if there is a correlation between the two variables.
3. Utilizing pie charts to visualize the percentage make up of different categories can provide better perspectives when providing overall summaries. Such as, % of total outcomes or % of backing per country.