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

1) Based on the number of successful projects, “Theatre” is the most successful Parent Category followed by “film & video” and Music; But the success rate is highest in the “technology” projects (67%), followed by “film & video” (57%) and “Theatre” (54%).

2) Within Sub-Category with the exclusion of total # of projects <25, the “Web” projects are the most successful with 71% success rate and the least successful sub-category is “food trucks” (48%)

3) The projects are highly successful in Jun and Jul and cancellation and failure of projects are high in Jan and Dec.

1. What are some limitations of this dataset?
   1. The dataset has only 1000 projects; 76% of the dataset corresponds to “US” projects and rest of the 24% of the dataset are for 6 other countries. So, the country wise analysis cannot be done as it will provide a skewed picture.
   2. The dataset has only Jan data for 2020; Feb to Dec data for 2020 is not available in this dataset.
   3. 2020 data is not available for countries – AU, CA, CH, DK, and GB
2. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
   1. Country wise project analysis to see which category of project is the most successful in which country.
   2. Parent Category, Year wise trend analysis of outcome – to see if there any change in the outcome of projects over the period of time.