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”. “Technology” projects have the highest success rate at 67%, followed by “film & video” (57%) and “theatre” (54%).

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

3) Projects are highly successful in Jun and Jul and projects are cancelled/fail more often in Jan and Dec.

1. **What are some limitations of this dataset?**
   1. This dataset is a limited sample. It only has 1000 projects; 76% of the dataset corresponds to “US” projects and the rest of the dataset is for 6 other countries. So, the country-wise analysis cannot be done as it will provide a skewed picture towards trends and norms in the US.
   2. The dataset only has Jan data for 2020; Feb to Dec data for 2020 is not available in this dataset.
   3. 2020 data only exists for the US. Other countries – AU, CA, CH, DK, and GB – are not covered within the 2020 data.
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 project category is most successful for each country. This will help to run appropriate projects specific to each country to obtain better funding outcomes.
   2. Parent Category, Year-wise trend analysis of outcome – to see if there are any changes in the outcome of projects over a period of time. For example, technology has led to more successful projects over recent years. These insights can help determine which future projects will be successful.