**Crowdfunding Report**

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

Based on the pivot chart shows in Sheet1. It can be found that organisations from theatre, film & video and music type are more than other categories. Considering sheet1 and sheet2, the players of theatre are significantly more than others to make crowdfunding.

Overall, the number of successful outcomes is higher than the number of failed outcomes in every category except games. The organisation of games has more risk in crowdfunding project.

According to the sheet3, the conclusion could be found is that May, August, December are not good timing to crowdfunding. In July, the number of successful crowdfunding projects peaked, but sharply declined in August. Meanwhile, in August, the number of failed and cancelled projects significantly increased. In addition, the failed crowdfunding projects were also at high points in May and December, which there were not proportional successful cases happened.

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

Firstly, the selection bias exists in the sample. It does not cover various fields of organisations. That is why it cannot represent the entire crowdfunding market comprehensively.

In addition, this dataset lacks detailed information about projects. The outcome of project may be caused by various reasons. However, it could not show more factors in this dataset.

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

It could be made a scatter plot by the rates of successful and crowdfunding goal. We could find the relationship between outcomes and goals.

Also, there could be an additional value of backer type. Further, we could create a stacked bar chart comparing the success rate and backer type.

We could also calculate the during time of crowdfunding projects. In this case to analyse the relationship between success rate and duration by a line graph.