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

* ‘Media’ typically has the most campaigns, with theatre, music and film & video being the most common crowdfunding campaigns according to the data.
* Every category roughly has the same success rate: about 50% succeed, 40% fail and 10% are cancelled (based an estimate by looking at the Pivot Table for the categories), meaning whether a campaign succeeds or fails has noting to do with its category.
* The most amount of failed campaigns occur in January, whereas the most amount of successful campaigns occur in July. However, this doesn’t take in to account that January and July have the most campaigns, so the data is skewed, so I have added a percentage failed and percentage succeeded to the excel sheet, and I’ve found that June is when a campaign is most likely to succeed and May/August are when a campaign is most likely to fail.

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

* Data has only been collected until up to 2019, so the data for crowdfunding campaigns now would be extremely different, mostly because of COVID-19 so the data is most likely not applicable to campaigns now.
* The currencies used are different so when judging the goal of the campaign, values are actually different and cannot cleanly be converted to one currency as their relative values changed over the 10 year period that the data was collected.

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

* The goal amount and the percentage funded of a campaign in a scatter graph to show how (presumably) the lower a goal is the more likely it is going exceed its goal; however, the data may refute that.
* The avg. goal and category of a campaign in a bar chart to show which categories typically have higher goals.