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

The first conclusion that we can draw about the crowdfunding campaign is campaigns related to The Arts/Production were the most successful. We can see this clearly in our parent category pivot table graph as theatre, film & video and music, were the first, second and third most successful categories of campaigns, respectively.

The second conclusion we can draw is the most successful periods during the year. From the months of January to July, there was an upward trend in the number of campaigns, as well as successful ones. July began the most successful month having 58 successful campaigns. Whereas August had the lowest number of successful campaigns and the highest number of failed ones.

The Final conclusion we can draw is that the most successful goals were from 15000 to 34999. Most campaigns within this range had a 100% success rate. With only campaign goals from 25000 to 29999 having 79% which is still the second highest success rate.

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

There are certain pieces of information regarding the campaign and creator that don’t exist which could help us further understand why the campaigns succeeded. The first thing limitation is that the dataset does not signify the demand of each campaign. A large part of a campaign’s success can be attributed to the demand there is for it in its market. The second would be the experience of the campaigner. If the campaigner is well versed in the respective field or has lots of knowledge of the product, it could increase their chances at success.

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

The first graph that I think would add is the number of successful campaigns that were staff-picked vs those that weren’t. This would showcase whether having a staff-picked campaign possibly increased their chances of success. The same can also be said for campaigns that were in the spotlight vs those that weren’t.

A good table that should be added would be one that looked at the outcomes based on country. This would bring insight into which countries were the best to start a campaign in. Adding on to this, the number of campaigns based on country would give us insight as well.

Finally, a good graph would be how successful the campaigns were based on the length of their campaign. With this, we could tell the minimum length a campaign should run for a higher rate of success.