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

The most obvious one is that Theater was the most popular category by far. It generated the most successes and the most failures.

There was a noticeable spike in successful projects that started during the summer, which peaked in July, before sharply declining in August. Given that the tread wasn’t matched by failed projects, it seems that early/mid-summer was a noticeably better time to start crowdfunding.

Finally, there is a noticeable peak in the likelihood of success based on goal prices. Relatively lower goals in the $1,000 to $4,999 range were over 60% more likely to succeed than fail, and to put it broadly, projects with goals between $15,000 and $40,000 also did better. Outside of those ranges, the chance of success dropped, and was occasionally overtaken by likelihood of failure.

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

The limited number of countries collected from hinders getting a larger scale picture

Similarly, by only selecting from projects with similar durations, we miss out on knowing how longer-term crowdfunding did.

Knowing the previous projects of the groups would also help, as currently there’s no way to distingue between experienced, established groups and brand-new ones.

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

Comparing the data found so far against the average duration of funding, illustrated by a new pivot table and stacked bar graph, could show us how the duration of crowdsourcing affects the

Additionally, comparing the current data against the contents of the “staff\_pick” and “spotlight” column could explain how much of an impact those two had. Again, a simple piviot table and bar graph would be effective at showing the data.