1. **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**
2. Parent category ‘Theatre’ has the greatest number of campaigns from the data set, with ‘journalism’ having the least number of crowdfunding campaigns. Although ‘Theatre’ has the greatest number of crowdfunding campaigns, it is not almost he most successful, with 54% of campaigns succeeding (1% currently live) whilst ‘Journalism’ has a 100% success rate.
3. There seems to be little evidence of the time (month) of the year having a material bearing on the outcome of a campaign’s success. The trendline is relatively flat across the 12 months of the year for success rate.
4. Film & video and Music have the most number of sub categories, each with 6 respectively. The most successful subcategory of Film & video is television (65%) with the lest being science fiction (36%). The most successful subcategory of music is world music (100%, although it has the smallest sample size of 3) with the lest being indie rock (51%).
5. **What are some limitations of this dataset?**

There are 7 different countries and hence currencies in the data set. I would suggest converting to a standard uniform currency to allow analysis between the success (percentage) of the data set, but also by the size of the crowdfunding campaign (in dollar terms).

The data also spans over 10 years, hence it would also be wise to consider inflation to compare crowd funding campaigns in nominal and real dollars, given the volatility in inflation across the globe in recent years.

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

I created a pie graph to look at the number of crowd funding campaigns (count) by country. The US had the greatest number of total campaigns (763) whilst Switzerland had the least (23). This can provide value by trying to boost campaigns in certain countries and look at drivers as to why they may be below target.

I also looked at campaigns created over the life data set with a line graph, and noticed that this was relatively consistent from 2010 – 2019 before a steep drop in 2020. This may due to the timing of the collection of data or perhaps the crowd funding platform ceases to exist. More information would be needed to verify. This can add value by determining how to grow the number of campaigns on the crowd funding platform, and how to obtain more users to boost the number of campaigns.