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

The theatre plays were the most popular campaign type taking up 34% of the overall campaign count. As evident in the sub category stacked column graph, the rock sub category was the second most popular category with a huge gap between the two. From this we can conclude that theatre was a much more popular campaign type than any of the others.

World music and Audio categories were the least popular sub categories of campaigns with only three and four campaigns respectively, but that they both had a 100% success rate at achieving their campaign goals. We can conclude that the amount of campaigns done in a particular sub category does not guarantee their success as there is greater room for error/failure the more campaigns we do in that category.

The campaigns created in august had a much lower success rate compared to the other months as seen in the line chart. The ratio of failed campaigns to successful campaigns was much closer to being 50/50 than any of the other months. There was also more cancelled campaigns that were created in august than any other months. So we can conclude that campaigns created in august have a lower chance of success in as opposed to the other months of the year.

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

We can’t make conclusions on the success vs amount of campaigns completed as it appears that for plays for example there is more data to go off but the success rate is pretty similar to food trucks and video games. So we can’t distinctively say that the more campaigns we do in a sub category will result in more or less successful the campaigns is.

We don’t have any information as to what made each campaign succeed or fail. Or as to why some campaigns were cancelled, to properly decide what campaign we want to create we would want to look at the whole picture and try and avoid mistakes that failed and cancelled campaigns had in the past that caused them to fail or get cancelled.

The data set is only for seven countries. If we were not from those seven countries and wanting to predict how our campaign might perform the predictions may not be that accurate due to the culture in each country, the size of the country, resources available and current trends.

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

We could create a pivot table with the year the campaign was done, its sub-category and it’s outcome. We could then use this to create a line graph to see where the trend is headed for the recent years in campaign types and then also the success rate of each of these on another graph.  
We could create a line graph or bar graph that compares the campaign sub-categories to the average donation to see in the future on average which campaigns are the most worth the time to create them given the average donation coming from each. In doing this we might find there are sub-categories that aren’t worth having and instead to create more of the categories that have a higher average donation.

We could also compare the length of time each campaign went for with it’s success rate on a line graph to see if the longer or shorter duration campaigns are more successful and see if there is any correlation between these data sets.

Looking at the individual countries data they are hard to compare as we can’t see the information side by side or on a graph comparing the two. Doing a line graph that shows all the countries and their outcomes would give a clearer picture when comparing the countries data rather than looking at the countries individually and allow us to make clear conclusions about each countries success rate in comparison to the other countries.