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

* Regardless of the time of the year or category there will always be success and failures. Even if there is a small sample size like for instance, world music. World music only had 3 campaigns and all 3 were a success, it doesn’t mean that if they do 5 more campaigns all 5 are going to be a success there will be some that are bound to fail. With that being said, a larger sample size would provide more reliable insights into the factors that contribute to success.
* I believe there’s a correlation between the average donation and the outcome. Even though there has been plenty of projects that have failed with a good amount of donations there tend to be more success that failures with the average donation. I did a little pivot table to back up my case.

A screenshot of a graph

Description automatically generated

* The initial funding goal set by campaigns plays a crucial role in determining there success. Campaigns with realistic and achievable funding goals tend to have higher success rates compared to those with overly ambitious targets.

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

The sample size. If there was a limit to how many projects are able to participate then that would allow the smaller sample size to not skewed the data results.

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

I’m not too sure if this would fall under the first line chart that we did but I was thinking instead of having the x axis as the months. We can have another line chart that has years as the x axis and the outcome as the y axis, categorized by parent company. This visualization would allow us to analyze trends over time and assess how the success of campaigns has evolved. For example, plays has the biggest sample size with 132 failed and 187 successful. We can tell which years experienced more success and which years faced more failures. This analysis could reveal whether there has been an increase in failures in recent years compared to 5 to 10 years ago. My hypothesis is that changing interests may be influencing these trends, for example, people now a days might be more inclined with animations rather than traditional plays. By taking look at this data we can gain insights into how consumer preferences have shifted over time and how it can affect the campaigns outcome.

1. I believe the mean summarizes the data better as it has a bigger sample size.
2. There’s more variability with successful campaigns. It make sense because, the more backers the campaign has the higher chance it has in it being a success.