**Crowdfunding Platform Report:**

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
* The top three successful categories are theatre, film and video and music, while the categories Food, Games and Journalism were the least successful. However though, the highest number of failures is also within the categories film and video, music and theatre with failure rate ranging between 34%-38%.
* The sub-categories Audio and World Music were quite low in numbers however were 100% successful. The data suggests that the sub-category of plays is the most is very popular with the crowdfunding campaign despite having cancelled and failed instances to about 50%.
* The campaign yields most successful results in United States. Use of the platform reduced considerably in the year 2020.
* What are some limitations of this dataset?
* The dataset is a small set given the various categories and sub-categories involved. A larger data set would help derive more accurate conclusions.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
* We could create tables/graphs based on Date Created and Date Ended to see if there are any trends for each of the outcome – Live, Cancelled, Successful and Failed.
* We could analyse how categories/sub-categories are consistently successful or a failure in the long run or if there is a seasonal success or failure.