**Crowdfunding Campaign**

1. **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**
   1. Journalism has a 100% success rate.
   2. There is an outlier of crowdfunding campaigns related to the subcategory of plays. It has a grand total of 344 total campaigns with the second highest being subcategory of rock at 85 total campaigns.
   3. The parent category of theatre has almost equal amounts of failed/canceled as it does success. A total of 155 failed or canceled compared to 187 successful. It is the most popular crowdfunding campaign genre, with a total of 344 campaigns with the second highest being film and video at 178 total campaigns.
2. **What are some limitations of this dataset?** 
   1. Limited data from other countries outside of the US. The other countries had less than 50 campaigns per country, while the US has 763 campaigns in the dataset. The US counts for 76% of the data.
3. **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**
   1. A visual of whether the campaign had a spotlight and interpretation of whether it increased the success rate of the campaign would be helpful. This data would show how much of an impact spotlight has. (Assuming spotlight means advertisements/social media/etc. on getting the word out of the campaign).
   2. A visual of percentages of the outcome of campaign with each country involved and categories would be helpful to gain insight on potential subculture of crowdfunding. For example, in CA people do not donate to crowdfunding campaigns involved in food but have a high success rate in publishing. This information would be helpful to narrow down what countries support which campaigns to direct future crowdfunding efforts.
   3. Creating an analysis of how long the campaign was live for would show the best amount of time to have a campaign live for to ensure the highest chance of success.