Crowdfunding Report

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* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  1. Based on the overall successful rate, we can make a conclusion that crowdfunding campaign have a better success rate than failure rate.
  2. We can also see that theater/plays category have a very high campaign projects comparted to other categories.
  3. The data also shows that successful rates for the campaign are higher during the month of June and July compared to the rest of the months.
* What are some limitations of this dataset?
  + The data does not show the detailed project information. Instead, it only provides the high-level category. We need to have a detailed project information to be able to make a better inform decision on which exact project line can bring better success rate.

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

* The existing pivot table only shows count of the outcome in numbers but not in percentage format. We could incorporate the percentage column to clearly define the success, failure and cancelation rate for each outcome.
* We can also add the country column in pivot table so we can compare the outcome between different countries and see which counties have the highest success rate.