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

The most successful and most popular crowdfunding campaigns are theater and plays. The least successful crowdfunding campaigns and least popular are journalism and audio. The most successful times of the year overall for successful campaigns are June and July.

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

The outcome of these campaigns and their success isn’t exactly influenced by the month or the time of the year. The live crowdfunding outcome isn’t exactly useful to what we are trying to showcase because there are so few and don’t contribute to a specific outcome.

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

We could create a stacked column pivot chart showing what countries are most interested in pledging to crowd funding, so they can target advertising and determine expansion. We can also create a chart on the influence that “spotlighting” the crowd funding has in relation to the amount contributors pledge to determine the effectiveness of spotlighting a crowdfunding campaign.