**Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**  
  
1. Based on our analysis we can conclude that the campaigns that found most success belong to the three following categories: film and video, music, and theatre. So, the assumption can be made that those categories are in more demand and have more people interested in what they have to offer.  
By the way, the least successful category is journalism with 100 % of its projects cancelled.   
  
2. When we break down the data by sub-category, we can determine what exactly led to a major success within each category. For film and video, the most successful sub-category was documentary (the largest sub-category within that category, 180 successful campaigns, 0 canceled or failed, 100% success rate); for music category it was rock sub-category (the largest sub-category within that category, 260 successful campaigns, 0 canceled or failed, 100% success rate); for theatre category it was plays sub-category (694 successful campaigns out of 1047 (excluding live campaigns), 353 failed campaigns, 66.2% success rate).  
We can also observe more data within each category to determine what other sub-categories met higher level of success. For instance, the sub-category indie rock (within music category) is the second largest sub-category and had 140 successful campaigns out of 160 total, making a success rate 87.5%.   
  
3. Based on the relationship between launch date and a campaign success, we can identify that the highest number of successful campaigns is in May, however the number of failed campaigns increases as well. It is shown that July has declining number of successful campaigns with increasing numbers of failed and canceled campaigns, showing the highest numbers in latter ones. February and April are shown to be the months of growing numbers of successful campaigns and decreasing numbers of failed and canceled campaigns. In fact, February and April show the lowest numbers of failed campaigns within a year period.   
  
**What are some limitations of this dataset?**The dataset contains data from 2009 to 2017, which doesn’t allow us to analyze much recent developments in crowdfunding statistics. Also, it doesn’t have data regarding the promotion efforts of each campaign. Also, it would be beneficial to have more data about bakers if we want to attempt to discover “the trick” to success.

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

1. Relationship between campaign outcome and its length

2. Outcome of campaigns by country

3. Relationship between launch date, number of backers and the average donation

4. Relationship between average donation and category

5. Performance of categories by country