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

* Overall, theatre-based projects are attempted the most and also have the most successful outcomes.
  + Although this may be true overall it is not true for all countries e.g. GB has a more even spread across film & video, music and theatre
* Failed outcomes are almost as likely to occur as successful outcomes. Generally speaking, more attempts result in more successful outcomes but also more failed outcomes.
* Projects with a lower average donation have a higher likelihood of failure.

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

* Viewing trends with data covering many countries can be limiting. Different countries may favour different types of campaigns and also the economies may differ impacting the number of backers and donation amount.
* Some parent categories are broken up into less sub-categories. A large category like Theatre may benefit from deeper sub-categories to pinpoint focal areas for greater chances of engagement and success.

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

* Providing all tables/charts based on country to identify the cultural and seasonal outcomes of crowdfunding projects more easily through the years and months.
* Yearly trends to identify societal changes in engagement with the projects. Monthly to view seasonal trends that may impact backers desire to donate.
* Further to the points above, using Project Creation as an example, I may choose to show a chart for each Parent Category on the one tab/sheet to allow for ease of analysis as the categories have significant variances of trend across the annual data
* Include tables/charts to view the impact of projects being included as a “Staff Pick” and/or “Spotlight”
* Length of project and how that may impact the outcomes.
* View of successful outcomes as a percentage of attempts
  + With failed outcomes not being uncommon using this measure could be helpful to stop low staff moral when projects fail