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

From categories statics, out of nine categories, theatre, film & video, and music have the most campaigns. Theatre has 344 campaigns; 54% (187) are successful, 38% are failed, 7% are cancelled and 1%live. Music has 175 campaigns. 57% (102) are successful, 38% failed, and 6% are cancelled. Film & video has 178 campaigns out of 1000, and 57% are successful, 34% failed, 6% cancelled, and 3% are live. From the data given, most campaigns have been above 50% successful. Only food and game categories are below 50%. From country to country, the US has the most campaign in 1000 sample projects, about 76.3%, which leads to most of the trends. in AU, the top three campaigns are theatre, film & video and technology. In CH, music is the most famous campaign, but the cancelled rate is higher than others. In DK, the music campaign is top three, with high failure rates of 83%. In GB, the theatre is not the most popular campaign and failed, and success rates are half and half.

From sub-category stats, we can find more detail about each campaign, which is most popular, and what trends are in each country. Plays is the top campaign, with more than 50% of successful cases. The second most famous is rock under music, which has 57% success rates worldwide. The third is documentary in film & video with a 56% success rate.

As we can see from the sub-category ranking, at least one sub-category is most famous at the top of the list, with a higher success rate, which can increase the rates in the category. Compared to the countries have slightly different. For example, drama is the most popular in AU, and CH is shorts. Different cultures will affect the trends, but not too much.

From the relationship between the launch date and outcome, theatre is the most famous campaign, leading the successful campaign from May to July. Also, in Jan, most campaigns start at the beginning of the year. If we take out the theatre, July has the highest number. We can see a different movement if we take the top three campaigns, theatre, music, film & video. The successful campaigns start hiking from March to August. So arts is more seasonal compared to other campaigns.

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

The data did not show the population, which age of the people that caused campaign success and failure, and the gender of the group.

The sample size is limited, with only 1000 samples for seven countries, and only shows developed countries, if there is more data showing the campaigns in a developed country, it might lead to a different trend.

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

We can create a pie chart to see the total percentage of campaigns in terms of success, failed, cancelled and live.

Number of campaigns by country in the pie chart

A number of campaigns by country show different categories in a bar chart.