**Crowdfunding Campaigns**

***Conclusions***

1. By Category, journalism had the highest success rate at 100%, followed by 67% for technology and 62% for photography
2. By Sub-Category, audio had the highest success rate at 100%, followed by web at 71% and translations at 67%.
3. The number of cancelled campaigns has decreased in recent years.

***Dataset Limitations***

1. Journalism had only 4 outcomes.
2. Nearly 6% of outcomes were canceled.
3. There were 4 Sub-Categories that had less than 10 total outcomes each.

***Other Tables to Consider and Value Proposition***

1. A table by Category and Percentage Funded that is filtered by Unsuccessful outcomes. This will allow us to understand the level of borderlines that were almost Successful.
2. A table by Category and Outcomes filtered by Staff Pick to understand their influence on outcomes.
3. A table by Category and Outcomes filtered by Spotlight to understand their influence on outcomes.