* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + 1. The Sub-Category “Plays” is the most crowdfunded project type, followed by “Rock” and in third place “Documentary”.
    2. In total, there are more successful crowdfunding projects than failed ones.
    3. There is a peak in June and July for successful crowdfunding projects.
    4. Average donation for successful crowdfunding projects was around $69, and failed approximately $64, which seems like there are another hidden variables that could be the quantity of “Backers”. Average quantity of backers for successful crowfunding projects is around 800 backers and failed project approximately 500. Another one could be the goal, the average goal of successful CF projects is $26k and failed ones $65k.
* What are some limitations of this dataset?
  + Pivot tables don’t allow to compare easily between the year, the county and the type of projects.
  + There is no relative measurement or percentage of the success of the projects considering the total of projects by country. Basically, there is no data aggregation to check % of success by different variables such as Parent Category, Sub-Category, Year, Month, Country.
  + Comparison of the outcome of the project is not equivalent between projects, because some projects could have requested $100,000 and failed considering the initial goal and a project that was considered $500 as a initial goal but was be successful.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + Create combo charts to add more variables to understand the data which could be for example a scatter plot of goal vs pledged.
  + Generate a weighted variable that takes into account the total amount of projects created and the amount of money requested in the initial goal.
  + Add a pivot table and graph considering which projects had a Staff Pick or was on Spotlight.

The median of backers count is a better indicator than the mean to summarize the data since a successful project is almost the double of a failed one.