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

1. ﻿﻿﻿According to the crowdfunding campaign it shows that more successful outcome on the backers count compared to the failed backers' count. There were 565 successful backers and there were only 364 unsuccessful ones. There were 60.81% of successful backers and 39.19% of failed backers. It shows that there is a more successful rate of backers on the crowdfunding campaign rather than failed ones.
2. ﻿﻿﻿According to the pivot table of the sub-category, it shows that plays have a higher volume of successful and failed outcomes compared to all the other categories based on the graph and the chart. It shows it has 187 successful outcomes and 132 failed outcomes which is way more than all the other outcomes in subcategories with the total number of 344 total outcomes. The lowest subcategory was with a total of 3 with all the successful outcomes.
3. According to the pivot table of the parent category, it showed that the theatre had the most total of 1000 successful and failed outcomes with 187 successful outcomes and 187 failed outcomes compared to the other parent category which had more volume on the graph. The lowest parent category outcome was in the journalism parent category with only a total of 4 outcomes with all successful outcome rates. All the parent categories had more successful outcomes compared to the failed outcomes besides the games category which showed how there were more failed outcomes than successful ones. In the games category, the total number of failed outcomes was 23, and successful was 21.

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

There are some limitations in the crowdfunding campaign based on the outcomes. It shows four categories where the outcomes represent failed, successful, canceled, and live. Based on the data it shows according to the crowdfunding campaign, there were more successful outcomes in terms of the number of backers than there were unsuccessful outcomes. The subcategory's pivot table reveals that, according to the graph and the chart, plays have a higher proportion of successful and unsuccessful results than all the other categories. The data should focus on only failed and successful outcomes rather than adding canceled and live outcomes in there based on the parent and subcategories. Also, according to the failed and successful outcomes, it shows the comparison of whether the outcome was successful or unsuccessful just to give more data on the crowdfunding campaign to see a better picture of whether the outcome has a better success rate or nor.

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

To compare the better results between the parent and subcategory and to demonstrate how many successful outcomes this category provided in comparison to the other one and how many failed outcomes we had on specific categories, I would use a histogram, which shows the distribution of a set of data. Bar charts represent categorical data, while histograms display quantitative data with intervals between the data ranges. The bar chart is also a useful tool for showing changes in sales or income over time for a company, an item, or a region. When used to illustrate revenue growth rather than seasonality over a regular year, quarter, or month, a bar chart is most successful.