**Crowdfunding Campaigns**

**Based on the data that was provided, here are three conclusions we can draw about the crowdfunding campaigns.**

* Out of the 1000 crowdfunding campaigns launched over the years, 565 were successful and likely to receive funding. The average number of backers is 727 and the average donation is 67 over 1000 campaigns launched.
* Looking at the first Pivot chart, you can see that the ‘theatre’ category was the most popular, having 344 campaigns under this category in which 187 were successful. ‘plays’ being the only subcategory under ‘theatre’ was the most popular subcategory.
* From the third pivot chart showing outcomes of the campaigns depending on the launch date of the campaign. We can see that most campaigns through the years were successful when launching in July, having 58 campaigns being successful. Just by looking at the chart, you can see campaigns are more likely to be successful when launching in the middle of the year.

**Limitations in the data set**

* The crowdfunding campaigns in the data set took place in different countries in their own currency. With the campaigns being carried out over 10 years, data may be outdated so it may not be reflective of current conditions or trends, especially in fast-changing conditions such as the country’s economic state at a given time. Campaigns carried out at the beginning of the timescale provided may not accurately represent the campaigns launched towards the end of the timescale.
* The success of the Campaign is dependent on whether the goal is reached. As each campaign had their own individual goals and different durations in which they were held. We cannot fairly determine which campaign was successful as the only condition for a campaign to receive funding was to ‘meet or exceed its initial goal’.

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

* We can create a table and line chart to show the outcome of the campaigns depending on what country in which they were launched in. We will be able to see what country had the most campaigns that were successful.
* We can also create a pivot chart and graph for the average donations in relation to the categories of the campaigns to find out how much a backer is willing to donate to a campaign or how much a backer will donate depending on the time of the year a campaign is launched.