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

The first trend I observe is with specific categories of projects/undertakings. As of now the top category by numbers is theater followed by film /video and music.

The second observation I made is that journalism is the most successful category and will give 100% return.

The third observation I made is with the highest success rate which comes up for the month of July.

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

The first limitation for this large dataset is the initial raw format It needs to be cleaned up for better visibility. The overall amounts are not clearly mentioned making in difficult to find specific values for conversion without instructions.

In addition to that we have currency values stated for different countries. We need to use formulas and/or new excel add-on tools to calculate or convert all values to any single currency for example United States Dollar. This will give us the real total value of successful, failed, cancelled and live projects and make refine our search.

It is difficult to measure overall percentage funded versus success ratio due to so many subcategories within main categories.

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

I would create an additional chart that combines all successful sub-categories. With that, I would add a filter by country and use a formula/excel add on feature to get live currency conversion. This would give us the actual value of any given project in current day versus the rate during the time when project was successfully funded.