1. **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**Conclusion 1: Campaigns succeed with a 56.5% chance of success. More campaigns succeeded than failed (565 succeeded, 364 failed). Nearly every category (excluding games) had more successes than failures. In sum, overall campaigns have a good chance of succeeding. (source: first pivot chart).   
     
   Conclusion 2: People are interested in play-based campaigns the most. Out of every subcategory, ‘plays’ had the most activity. It had the most canceled, failed, and successful campaigns. Its bar on the PivotChart is far higher than any other. In sum, people take most interest with play’s campaigns. (source: second pivot chart).  
     
   Conclusion 3: Journalism campaigns have a 100% success rate, and at the same time are uncommon. Compared to other categories, journalism has only 4 campaigns total. Each successfully reached its target fundraising goal. It is the only category that every campaign succeeded. In sum, journalism has the highest success rate at 100%. (source: first pivot chart
2. **What are some limitations of this dataset?**There are many limitations to this data set. These include but are not limited to:  
   a. Funds are measured in different currencies, and not one standard currency  
   b. Money’s value fluctuates over time. Money in 2010 is not the same as money in 2019.  
   c. Each currency is ‘based’ differently. 20 USD and 20 KRW are vastly different amounts. Korean Won is based on 1,000 so 1,000 KRW roughly has the same buying power as 1 USD. Spending 1,000 won is like spending 1 USD.   
   d. The data spans nearly over a decade. This makes much of the data outdated. Depending on your analysis, you likely need more recent information.
3. **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**  
   Another possible table could be breaking down the campaigns by country / currency. How many campaigns are done in USD versus DKK might reveal information on which countries donate more. Or, which use the crowdsourcing platform more.   
   A second possible table could look at number of donations over time. This could reveal any trends that might be influenced by culture, economy, or society. e.g. if donations went down in 2020 because of economic downturn. Or. if interest in plays increased around 2015/2016 after the release of many popular plays.