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

From the first pivot table, “theatre” has had the most successful campaigns in the year which is 54.36% from the total which is more than half, they have 132 campaigns, which has the highest failing rate 38.37% among all the others, when it comes to “film & video” and “music” they have 178, 175 campaigns in total while “film & video” has a success rate of 57.3%, “music” has 56.5% of success rate, “film & video” has a failing rate of 33.7% and music has a failing rate of 37.7%, in conclusion, “music” has been the most successful project from least number of campaigns.

From subcategories, “plays” has the highest which is a category of “music”, in conclusion ‘theatre” has the highest succeeding, number of campaigns for the year. Which is 187 out of 344.

From pivot table 03, I noticed line for “successful” and for “failed” almost looks similar to each other in the first four months of the year, there is a downward trend in “successful’ line from July to August, in ‘ failed” line there is a downward trend from August to September, in conclusion July has been the most successful months for campaigns and January has been most unsuccessful month as it has had 36 unsuccessful campaigns.

1. What are some limitations of this dataset?

Limitations would be, it doesn’t give you enough data regarding the sales and regarding customer purchasing behaviour.

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

We could create tables for each parent category and each subcategory to analyse each one of their success patterns and the failing patterns throughout the year, We could create a another table for average donations to analyse which campaigns have donated most and which have donated least.