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

After organizing and visualizing the provided data there are three main conclusions we can draw. From the worksheet analyzing the parent categories we can see that the most successful, failed, and cancelled crowdfunding campaigns came from the theater category. From the sub-category worksheet, we can conclude that the plays sub-category had the most successful, failed, and cancelled crowdfunding campaigns as well. From the timeline worksheet we can also conclude that the best month to start a successful crowdfunding campaign is July, the most failed campaigns start in January, and the most cancelled campaigns start in August.

* What are some limitations of this dataset?

One limit of this dataset is that it is all in Excel. This is fine for the current analysis but adding new data to the dataset from future campaigns will be clunky as you can only work on Excel locally – from what I understand this means only one person can add data at a time and only from one location. This also means that if the file is not backed up virtually then if anything happens to the machine it is stored on the data is lost forever. Another limitation is that multiple people cannot work on this dataset at the same time, which slows down workflows as all of the data analysis has to be done by the same person or they have to take turns working on it which is inefficient.

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

One table we could create is the percentage and makeup of campaigns that were given spotlight or staff picks. While there are 1000 campaigns shown, few of them were given special attention or recognition, and looking at which ones stood out can help identify what made them stand out and help focus campaign efforts on specific categories or sub-categories.