* 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 see that the plays sub-category had the most successful, failed, and cancelled crowdfunding campaigns as well. From the timeline worksheet we can also see 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. One conclusion from this information is that campaigns have the best chances of succeeding if they start in July and focus on the arts, specifically theater and plays. Another conclusion is that the worst time to start a campaign for any category or sub-category is January as this is the starting month where most of the campaigns failed. Another conclusion is that starting campaigns in August is not a good idea because most of the cancelled campaigns started in August.

* What are some limitations of this dataset?

One limit of this dataset is that it is all in Excel. Adding new data to the dataset from future campaigns will be clunky and multiple people cannot work on this dataset at the same time, which creates a bottleneck if many people need to look at or work with the data. Another limitation is that the contributions from different countries are in different currencies, so you need to convert these into USD before continuing the analysis. While you can use formulas to convert the currency amounts to USD in Excel there might be additional fees or taxes these contributions go through when banks do the conversion which Excel does not account for.

* 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 on specific categories or sub-categories for more successful campaigns down the line. Another helpful set of charts would be plotting categories and sub-categories campaign status (Success, Failed, Cancelled) against campaign start dates to see if there are any relationships for when a campaign in a category starts. This will further help streamline fundraising efforts as organizers can focus efforts on categories during the ideal time of year to get the most money raised.