**Report**

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

* Campaign peak time is a summer
* Theater/Plays are most popular category
* Year by year category statistics are changing

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Based on the given information, it can be inferred that the peak time for campaigns is during the summer, and that theater and plays are the most popular category for campaigns. Additionally, the statistics for categories change from year to year.

This suggests that marketers and advertisers should consider launching their campaigns during the summer months, and should focus on promoting theater and plays in their advertisements. They should also stay up-to-date with changing category statistics, and adjust their campaigns accordingly to stay relevant and effective.

It's important to note that while theater and plays may be the most popular category at the moment, this could change in the future, and marketers should be prepared to adapt to evolving trends and preferences.

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

* + - Population of the Countries which is in the table
    - Which cities from the country were analiized
    - Average age per city per Country.

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

* Count of Sub category per year to find and compare success and failure to other sub categories to determine which category is increasing and decreasing, if there is a nature impact like (covid) or population impact.

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* To obtain the count of subcategories per year and compare their success and failure rates, you would need to gather data on the subcategories' performance and track them over time. This data could come from various sources, such as sales reports, customer surveys, or industry analyses.
* Once you have the data, you can analyze it by creating a table or graph that displays the subcategories' counts and success rates for each year. You could also calculate the percentage change in count and success rate from year to year to see which subcategories are increasing or decreasing.
* To determine if there is a natural impact or population impact, you could look at external factors that may affect the subcategories' performance, such as economic conditions, changes in consumer preferences, or global events like the COVID-19 pandemic. You could compare the subcategories' performance during periods with and without these external factors to see if there are any significant differences.
* Overall, analyzing the count of subcategories per year and their success and failure rates can provide valuable insights into which subcategories are performing well and which ones need improvement. It can also help you identify any external factors that may be impacting the subcategories' performance, allowing you to adjust your strategy accordingly.