**Report by Uthpalie Thilakaratna-Attygalle**

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

Answer:

* Overall, crowdfunding campaigns have a 50% chance of success.
* Looking into more details of the categories of the campaigns, Theatre and Plays-related campaigns have a higher chance of getting funded, thus succeeding.
* Looking at funding patterns throughout the year, during the months of May to July, success rates have increased, hence we can assume that more people tend to fund during these times of the year, hence campaigns and its marketing can be more aligned to these times.

1. What are some limitations of this dataset?

Answer:

The dataset does not indicate what sort of other activities were done to improve the campaign, such as marketing, on what channels and subsequent other costs these activities may have had. This information is necessary to ascertain the actual success or failure of the campaign.

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

Answer:

* Average number of backers needed for a campaign to be successful.
* Average campaign goal value that statistically indicates a higher chance of success.
* Whether there is a correlation between the goal amount and its chances of success or a failure.
* A success and failure ratio based on category would be a good indication for future campaign launches. (I.e. Theatre/Play related campaigns have a 54% chance of a success and a 38% chance of failure)