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

The first conclusion is that the number of successful campaigns is higher than the failed campaigns, we can see they have a 57% of successful campaigns, where Theater has the majority of successful because its subcategory “Plays” has the 34% of the Grand Total, follow by Rock with 9%. Therefore, we can notice; in the case of Successful campaigns the Mean doesn’t represent the data because only one subcategory represents 34% of the total, and we can verify it with the variance that is high and it indicates that the data points are very spread out from the mean, and from one another. The number of failed Campaigns represents 36%, Campaigns canceled 6% and there is only 1% of Live Campaigns of the Grand Total, where Subcategory Plays has the majority in all of them.

The second conclusion is that during the whole year, the numbers of campaigns each month of the year are similar, with a mean of 83 campaigns and a variance of 39, it means the campaigns tend to be very close to the mean, and to each other.

The third conclusion is about the Goal, the higher percentage of Successful Goal is 34% (Plays) and is between the Range Goal of 1000 and 4999. This is consistent with the Successful Campaigns percentage and the Subcategory Percentage. We can conclude that most of the goals are from Plays subcategory with a Goal between 1000 and 4999 and the majority of Campaigns Failed and Canceled are greater than or equal to 50000.

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

One limitation of this dataset is that you do not have enough information about why the campaigns are cancelled or failed because they represent 42% of the Total Campaigns and you can offer any solutions to reduce these numbers and have more of Goals. Also we do not have more information about the donation and the frequency they hit the campaigns

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

I think I need two more tables and graphs to have more information, the first table I created was about the country with the most successful, with this chart I can have a big picture about how are going the campaigns in the countries they are showing. The other table I created was the Sum of Goal by Subcategories because was easier to see which subcategory was more rentable and which of them has the less amount of Goal which is Audio with a Goal of 25700. You can find these two tables in the two last sheets.

Another piece of information I calculated was the Subcategory Plays grand total percentage, because I wanted to see what the percentages of Campaigns Successful, Failed, Canceled and Live of Plays were in comparation with the Total. (See Campaigns per Subcategory sheet). Another value I calculated was the higher percentage point of the Outcomes Based on Goal, because I needed to know what the percentage in comparison with the total was and in which range of goal was located.