

- Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  - One conclusion we can make is that the crowdfunding campaigns are successful. With the data we have seen more events reaching their goals, compared to the events that haven't.
  - Another conclusion we can make is that events that are for theater projects are very popular and have the most successful events. But, they also had the most amount of events that were unsuccessful and the highest percentage when it comes to failures.
  - Another conclusion we can make is that the crowdfunding campaigns that had goals of \$10000 to \$15000 had the most success with 96% success rate.
- What are some limitations of this dataset?
  - One limitation that we can pull from this data is why some events get canceled or be labeled as a failure. This information will let us know what successful events are and consist of.
  - The two columns “staff-picked” and “spotlight” give us boolean information, but it doesn't factor in the outcomes. If we were given another column on if these two had an impact on the overall event, it can give us information as to why some campaigns failed.
- What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  - We can create a pivot table looking at the subcategories and see which of those subcategories brought in more success. This will give us a deeper understanding on which categories bring successful events.
  - We can create another pivot table where we filter the financial goal of the failed campaigns and see what factors caused it to be a failure. This will give us valuable insights on why these events failed and avoid them next time.