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

**From campaign outcome parent perspective:**

Conclusion 1:

Theatre has maximum number of campaigns.

Conclusion 2:

Theatre has highest campaign number in terms of successful, failed and cancelled.

Conclusion 3:

File & video has highest campaign number in live

**From Campaign outcome sub-category perspective:**

Conclusion 1:

Most successful campaign are in plays sub-category

Conclusion 2:

Plays sub-category has the most number in terms of cancelled failed live and successful

Conclusion 3:

These campaigns which under play sub-category are the most popular one.

**From Launched date perspective:**

Conclusion 1:

There is considerable amount of increase from May to July

Conclusion 2:

Peak cancellation rate was at Aug and Dec

Conclusion 3:

Campaign filed rate flatulate from Jan to Aug however there is a increasing trend from Sep-Dec

**Overall 3 conclusions:**

* Theatre campaigns number are the highest amount parent category
* Plays has highest number in sub-category
* From month between Aug-Dec organizer need to be careful with improving success rate

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

* The only criteria of measuring success is pledged >=goal.
* Limited number of countries
* Only 10 years of data

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

* Cover Pivot table into percentage to find out market share.(Pie chart can be used)
* Make a table which contains parent category/sub category, goal, pledged and percent funded to find out which campaign generates highest fund ( bar chart can be used to illustrate)
* Make a table which contains parent category/sub category, average donation to find out which campaign generates highest average donations. ( bar chart can be used to illustrate)
* Make a table which contains parent category/sub category, country to find out the popular campaign in each country. ( bar chart can be used to illustrate)