Crowdfunding Campaigns Analysis Report.

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

* Of the total 1000 projects, the company achieved a successful completion of 565, equivalent to 57%, which is above average but not successful enough considering that 36% of the total was failed.
* We can see that the theater category was the one that generated the greatest contribution (33%) to the total fulfillment of the objective set, but if we analyze this project a little more closely, it was also the one that had the most failures and cancellations, accounting for 45% of the total number of projects assigned to this category.
* It could be concluded that the most successful campaign was the journalism campaign, since although it had a smaller amount allocated to it, its compliance was 100%.

1. What are some limitations of this dataset?

* Demographics
* Target

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

* Having a pivot by region would allow a clearer analysis of the areas in which we were or were not successful. Likewise, a graph would have given a broader view of what happened in this area.
* Analyzing the data by currency would have been interesting to have a total calculation converted to a single currency to understand the scope of the backer campaign.
* Also in the main table of categories we could include percentages that do not allow a better visibility of the average compliance of each and every one of the variables.