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

1.Crowdfunding has become one of the most popular ways for individual to raise money for a cause, project or an event. As per an online source approx. $34 billion is raised by crowdfunding platforms like Kickstarter or Indiegogo till now. However not all projects get the desired amount or succeeds. Based on the data that we analyzed overall more than 55% of the projects were successful, 36% were failed and the rest were either cancelled (5.7%) or still live (1.4%). Theater is the most popular category contributing to 34% of the total categories followed by film & video and then music and the least favorite is journalism that only takes 0.4%.

2. As we have already seen the leading player is Theater and if we dive down to subcategories Plays remains the most popular category which is the subcategory of theater. With regards to the individual categories in film and video drama dominates other categories while science fiction is the one in which the projects are not cancelled. Similarly, mobile games under games category and world music in music category also shows no cancellation.

Interestingly we can see that even though journalism is the least favorite it has 100% success rate; however, it can be because of limited data availability.

3.Moreover, if we switch gears and filter the data by months, we can see the highest success rate is in the month of July whereas most failed projects were happened to be in the month of January while in August we can see highest numbers of cancelations. Furthermore, if we filter the data year by year, we can see that the overall trend remains the same, where in middle of every year, counts of successful projects are more and dips down towards the end of year, as compared to the failed projects which are more in start and end of every year.

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

Even though the Dataset we have is more than a decade old, the dataset is not big enough which impacts the overall findings. Moreover, the data collected is also not sufficient when it comes to backers which can impact on predictive analysis. For instance, if we could have the details or background of backers we could try and find if there is any correlation in type of backers and type of project funded and we could find preferences of fields. Additionally, if we can have more data sources that would also influence our findings.

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

1. We could create histogram based on successful and failed campaigns to find the measure of central tendency and to see where the data lies, additionally we could also have a box and whisker graph to find out the outliers that could reveal other details in the data as well.

2. Once we have identified the outliers, we could have a pivot table and a bar graph of successful and failed projects with respect to the individual categories and we will have more clarity in comparison to what we have now.