**Crowdfunding Report**

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

1. the most successful campaign category is “theatre”, and the least successful campaign is “journalism”
2. the most successful sub-category is “plays”, and the least successful sub-category is “world music”
3. the month with the most successful outcome is “July”, the month with the least successful outcome is “January”, and the month with the most canceled campaigns is “August”.

*What are some limitations of this dataset?*

* some of the categories only have 1 subcategory
* some cells are “0”
* the currency types are not the same and there is no exchange rate considered
* it is not clear as to what the “blurb” category is or how these different descriptions can be tracked or useful.

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

* *currency pivot table/pivot graph* - I created one labeled “currency”. It indicates that USD currency is most popular by far, and CAD is 2nd most popular)
* *staff\_pick & spotlight table/graph* - I created one labeled “staff\_pick & spotlight”. It indicates that both the spotlight and staff\_pick campaigns were not helpful in the top two highest backers count ranges 6000-7999)
* *currency exchange conversion table/graph* would make the data more reliable.

November 28th, 2024 Rates

<https://apps.royalbank.com/apps/foreign-exchange-calculator>

1.00 US Dollar

0.69 AUD

0.74 CAD

0.15 DKK

1.35 GBP

1.20 CHF

1.12 EUR

It is not clear if the “goal” and “pledged” amounts are in USD.

Assuming they are all in USD, I have made a comparison to see how the exchange rates would affect the final outcomes (USD Crowdfunding& USD Comparison)