**CROWDFUNDING DATA ANALYSIS**

* Given the provided data, we can conclude that the most crowdfunding campaigns were held in Theater, with 344 campaigns started over the 1000 total (34.4%). All of the crowdfunding campaigns held in Theater were in the Plays sub-category, whereas some of the other parent categories had multiple sub-categories.
* Related to the first conclusion, Plays had by far the most crowdfunding campaigns amongst sub-categories, becoming almost an outlier of sorts compared to the others. If you look at the sub-category pivot, you will be able to see that no other sub-category ran even 100 campaigns. Most ran less than 50 campaigns.
* Looking at the Data Created Conversion Pivot Chart, we can conclude that months with the most number of successful campaigns ran were June and July. Interestingly enough, we are able to conclude that the spread between successful and failed campaigns severely shrank in August compared to the previous two months.
* The first limitation I noticed with this dataset is the lack of percentages to help us decipher relative success vs. failure. While the stacked bar plots are visually appealing, I’m not sure we are easily able to tell which Parent/Sub categories are most successful in Crowdfunding campaigns.
* Another limitation with this dataset is we have not incorporated the goal amounts into this dataset. We are not able to decipher whether higher/lower goal amounts lead to more successful campaigns or what goal amount range leads to the most successful campaigns.
* My first recommendation would be to add a formula to compute percentages for successful/failed campaigns given the parent category and sub-category. Then, I would insert a pivot line chart to show which categories are most likely to lead to a successful crowdfunding campaign.
* I would also create a pivot line chart comparing backer count to percent funded columns, which would show us the ideal number of backers to target to run the most successful campaigns.