**Questions:**

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

* 1) Crowdfunding campaigns are *~*57% more likely to have an end result of being successful, rather than *~*37 failing or *~*6 canceled.
* 2) Theatre and Plays is the most successful category by count
* 3) There is a 172% increase in successful campaigns during December. Likely due to Christmas, and the “Giving season spirit”.

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

* Some of the results are not statistically relevant. For example, Journalism has a 100% rate of success due to it having a limited sample size of only 4 total campaigns.
* For several of the sub-Categories there is not nearly enough data for it to be relevant. There are several categories with less than 20 samples.

**What other possible tables and graphs could we create, and what additional value would they provide?**

* A double donut chart showing categories and then sub-categories in the next ring. This would give a quick comparative analysis between the categories.
* Outcome-based on the staff pick or not. This would give some credibility to the staff if there was a higher percentage of successful campaigns that were also staff picked.
* Adding a pivot chart of outcome along with the goal value. It would be helpful to understand if the outcome of the campaign has any correlation to the goal amount.