**Crowdfunding Campaign Conclusions**

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

* The number of successful and failed campaigns is about the same across categories and subcategories. Therefore, there does not seem to be a pattern that shows which category of campaign is most successful.
* Funding goals and successful campaigns are indirectly related. The lower the goal, the more likely the success of the campaign. The least successful campaigns had goals greater than or equal to 50000, success rate was 37%. While campaigns with goals below 50000 tended to be more successful.
* Time of the year does not affect which campaigns are successful or unsuccessful.

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

* The sample size is fairly small, assuming more campaigns exist.
* If we had more specificity in categories, we could look deeper into the trends of what type of campaigns resulted in success (e.g. Television -News were more successful than Television – Soap Opera).
* The data set only includes campaigns in 7 countries. We could look across all countries that were included.

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

* A graph illustrating the average donations based on campaign category and outcome.
  + This would show if individual backers were more supportive of certain campaign categories than others.
* We could look at the longevity of campaigns and see how the length of time in which they are active across different factors (categories, countries etc.) affects the outcome
  + Campaigns with longer active status might have had more time to reach their intended goal or length of a campaign could bode better in different categories.