**Three conclusions we can draw from the Crowdfunding campaign dataset provided:**

**1.** We can conclude that the top three categories of Crowdfunding parent campaigns are: Theater, Film & Video and Music. These three campaign parent categories account for 69.7% of the total of all campaigns analyzed in the given dataset

**2.** Plays, a subcategory of Theater, consists of the largest number of subcategory campaigns and have a success rate of 54.4%, and a failure rate of 38.4%. The next two most popular subcategory campaigns are: Rock and Documentaries which have a 57.6% success rate a 35.3% failure rate, and a 56.7% success rate, 35.0% failure rate, respectively. Comparing these rates, we can draw that most of the campaign’s success and failure rate differences are negligible across the year studied. Also, the larger total number of campaigns does not affect success or failure rates.

**3.** With the provided data we can see that beginning in July the total number of successful campaigns peaks at 58 with a steady drop and flattening out to an average of 43.6 successful campaigns for the remainder of the year (per month.)

Failed campaigns have a steady average of 32 per month throughout the year until September where failed campaigns drop to their lowest total of 23.

We can conclude that successful campaigns peak in July with a significant drop in the following months and the lowest number of failed campaigns occurs in September. Making July – September an ideal timeframe to find successful and by the same token "not failed” campaigns.

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

Some limitations of the dataset are the start and end dates of the campaigns vary in time frames, i.e., some of the data only accounts for a week and others are multiple months from campaign start to finish.

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

We could use a scatter chart to breakdown the campaign subcategories to show the goal campaign amounts v pledged campaign amounts. This may show if there are any trends within the subcategories that may not be visible only using the parent category data.

We could also use box and whisker charts to see if there are any outliers that we can excuse from the overall dataset and / or account for.