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

Pivot Table 1, shows that Film &Video and Theater have the most successful outcomes. Also, the table shows that crowdfunding is successful, more than half of the events were successful.

Pivot Table 2, displays that sub-category Plays make up more than a third of the data set. Plays are also considered to be extremely successful with crowdfunding 187 events of a total of 344 events.

Pivot Table 3, identifies that June and July are the most successful months for crowdfunding.

1. What are some limitations of this dataset?

In this data collection, one would consider the fields with small values to be limitations. These limitations do not provide enough significant information such as missing values, and a lack of a section or part of the data; this could limit usability. In the excel sheet titled Pivot Table 1, Journalism would be the limitation, it shows only 4 successful outcome crowdfunding events. In the sheet titled, Pivot Table 2: World music, audio, metal, and radio & podcast all are limitations since their totals are less than 10. In sheet Pivot Table 3, the live outcomes are the limitations because there were only 14 events which are substantially lower than the other outcome in the table.

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

I believe a table can be created to display that shows the time of year with the outcomes. The column titled Date Created can group the months into the 4 seasons: Summer, Fall, Spring, and Winter. The information will break down the outcomes based on the seasons.

Another table that can be created is the outcome column versus the number of backers column. It will show the coloration between the outcome and the interest in the events.