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

We can conclude (1) that theater, film & video, and music are the most frequently occurring parent categories and most successful in terms of volume (2) plays were significantly more popular than any other subcategory (3) goals of less than 10000 or more than 50000 were the main focal point.

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

The data does not factor in stats in terms of target audience. The audience ages and the region with the country. This could help narrow the successful and unsuccessful captains.

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

An additional chart that would be effective and simple to read would be a pie chart which could be affiliated with the outcomes by time of year pivot table. This would provide a clear breakdown of the data by percentages and could easily be filtered to create conclusions from any date range. Additionally, implementation of the percentage funded could be utilized to analyze all the successful campaigns to re-evaluate goals for the future.