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

* Out of all of the projects recorded in the dataset, theatre projects were the most abundant, followed by film and video projects and music projects.
* Out of all of the film and video projects in the dataset, documentaries were the most abundant, followed by drama projects and animation projects.
* Out of all of the music projects recorded in the dataset, rock projects were the most abundant, followed by indie rock projects and electric music projects.

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

* The money pledged only included money coming from crowdfunding. It does not account for money coming from sponsorships, government grants or personal funds. Therefore, there is a possibility that a project may have been successful despite not reaching its goal due to extra money coming from other sources.
* The currency in the dataset is not standardised to a single currency. It may cause confusion to the audience who views the dataset and can cause problems if a PivotTable and/or a PivotChart were to use the ‘goal’, ‘pledged’, and/or ‘Average Donation’ columns as datapoints.
* The dataset does not explain how a project got crowdfunded. It could be through virtual crowdfunding sites, or in-person pleas for donations, or a mixture of both.

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

We could create a graph displaying the number of successful, failed, cancelled and live projects per category per country to assess what project category a country’s population is most interested in supporting. This may allow clients to assess if their project would do well in their target country based on its category.