* **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**
  + **One:**
    - The most popular crowdfunding campaigns were Theatre, Music, Film & Video categories. The least popular was Journalism, yet journalism had the highest success rate.
  + **Two:**
    - Plays campaigns were the most popular sub-category. Both parent and sub-categories have just as many successful as failed campaigns. The least popular campaigns have the least number of failed outcomes.
  + **Three:**
    - More campaigns failed than were cancelled, more campaigns were successful than failed. Most successful campaigns occurred in July, most cancelled campaigns occurred in August and most failed campaigns occurred in January and August.
* **What are some limitations of this dataset?**
  + We don’t know more about the industry of the categories. Example, for theater, we don’t know if it’s in the industry of education (college, etc.) or entertainment (Broadway, etc.)
  + We don’t have any other metrics or factors to indicate success rate other than Outcome and Percent Funded.
  + Other limitations are that this data is comparing campaigns from around the world- each country and city is going to have a different culture and be different in terms of how they need to go about raising money, what type of marketing, etc. that their community responds to.
* **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**
  + We could make other pivot tables and charts showing percent funded and outcome, percent funded and category, average donation and category, or a comparison of date created vs. date ended.
  + Comparing percent funded could show the audience the level of funding that each category gains, how much people are willing to donate to each category, that way they could sort out the campaigns that had the highest funding gains and copy their methods.