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

Theatre is the most common category in which people used crowdfunding campaigns to fund their initiatives (344, representing 34% of the sample).

Most mobile games and science fiction crowdfunding initiatives failed.

Mid-year campaigns (Jun-Jul) present a higher number of successful campaigns (55 and 58, respectively).

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

The spreadsheet includes different currencies, making comparing “goal” and “pledged” figures harder.

There is no information on what the “staff\_pick” and “spotlight” columns are about, making it harder to use that information for analysis.

The dataset spans ten years, and there is no indication whether the figures from funding were updated considering inflation or currency fluctuations.

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

Instead of absolute numbers, the pivot tables could present percentages, making it easier to identify other variables (e.g., successful rates and seasonality).

A comparison between Parent Category (and/or Sub-category) and pledged outcome can demonstrate which areas result in higher results.

A line graph using the dates fields can indicate if the number of campaigns increased throughout the time measured.

A pie chart can represent each country's “share marked”, i.e., in which countries crowdfunding campaigns are a more common funding strategy.

A bar chart comparing backers and categories can indicate fields where it is “easier” to get support from external parties.