Part 1: Conclusions

* The Category/Industry that had the greatest number of crowdfunding projects was **Theatre** and the Category/Industry that had the least number of crowdfunding projects was **Journalism**.
* The Sub-Category that had the greatest number of crowdfunding projects was **Plays** and the Sub-Category that had the least number of crowdfunding projects was **World Music**.
* The number of crowdfunding projects created/submitted was highest in **July** and the number of crowdfunding projects created/submitted was lowest in **September.**

Part 2: Limitations

* Quantity: This sample size is small with less than 1000 data points.
* Coverage: The sample only includes 7 countries, and therefore it will not be accurate to draw global conclusions about crowdfunding from this sample.
* Completeness: There are many other variables that impact the success of a crowdfunding project such as wealth and status of the founders that are not captured in the existing dataset. Without considering such confounding variables, we might attribute success (or failure) to other less relevant variables.

Part 3: Other tables/graphs

I would have created tables the assess the success rate (ie. Percentage of successful projects) and failure rates by country, year, category etc. This would give us valuable insight into which categories see most success in crowdfunding, which year did founders see a lot of funding success and which countries see highest success rates. These insights can inform founders on when, where and in which categories they should look towards crowdfunding as a feasible funding option, as well as the opportunity to break down why certain times, places, categories etc. see more success in crowdfunding.

I would also create a table to see which categories get most funding in terms of dollar-value and as a percentage of their initially set-out funding goals. A scatter plot would be a great graph to visualize this information. The dollar value of the funding would be useful to infer how much money can be raised from crowdfunding, relative to other fundraising sources. This will be useful when doing a cost-benefit analysis or figuring out the most cost-effective way to raise money for your new business.