**3 Conclusions that can be drawn about crowdfunding campaigns:**

* The greatest number of crowd funding campaigns were carried out in categories of film and video, music and theatre, of which at least 50% were successful in all three categories.
* 100% of the crowdfunding campaigns in the journalism category were successful, but it was the smallest category of campaigns. This might hint to more crowdfunding campaigns being carried out in this category in future.
* Generally, across the categories, the crowdfunding campaigns were most successful in June and July.

**Limitations of this data set include:**

* This data set only includes 7 seven countries, it would be valuable to access data from global crowdfunding campaigns to see how the results compare.
* The time windows for the crowdfunding campaigns vary greatly and do not appear to be proportionate to the goals for that campaign. More consistent timescales would make for more accurate data for outcome in terms of success and failure.

**Potential Other tables/graphs and the value that would be added:**

* A scatter graph could be effective for this data set to display the gap between the goal and pledge values. This would be a valuable to see whether the goals being set are realistic or if they need to be altered for future crowdfunding campaigns.
* A pie chart could be an interesting way of displaying how successful the categories were (showing the successes and failures within each category with colours). This would provide a valuable insight as to which categories for crowdfunding are most successful and what kind of campaigns we should do in future.