**Crowdfunding Book – Report**

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

* Crowdfunding campaigns on Kickstarter have a higher chance of succeeding (57.3%) compared to failing (36.9%) or being cancelled (5.8%) (live campaigns not included).
* Excluding Journalism due to the small sample size, Technology (66.7%) and Photography (61.9%) have the highest chance of success, while Games (43.8%) and Food (47.8%) have the lowest.
* Science Fiction and Mobile Games have the highest failure rate at over 60% for both, implying that it would be harder to convince backers to support new campaigns.

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

One of the limitations of this dataset is that certain subcategories have a much lower number of campaigns compared to the total, which can skew their individual percentages. For instance, both Audio and World Music may be presented with a 100% success rate, but both subcategories only have 4 and 3 campaigns respectively, compared to the 1000 total campaigns in the dataset.

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

It would be interesting to see the various graphs we already created excluding the Theater category as it accounts for over a third of the data and might provide some skew of data. Additionally, a table to analyze how average donation amount relates to the campaign goal for each category could provide potentially useful information.