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

The first conclusion that we can draw is that the Theater, Film & Video, and Music communities utilized crowdfunding campaign websites like Kickstarter significantly more than any other category/group. Taking into consideration, the trope that while many individuals aspire to be actors or musicians but most are unsuccessful in this pursuit in the sense of fame or a fulltime career, this gives some context to not only our first conclusion, but our second conclusion as well. Our second conclusion being, that while these categories were the most frequent utilizers of crowdfunding websites, the average success rate of the combined categories was only slightly higher than fifty percent at a 56% percent rate indicating that it was essentially a fifty-fifty shot if that campaign would be successful or not. Lastly, looking at the pivot table and pivot chart we created comparing the success rate of the campaign to the year and month, we can see that we saw the highest number of successful campaigns in January as well as June and July, thus we can conclude that the best time to start a campaign would be in those months. We can also conclude that the worst month to start a campaign is in August as that is when we see the highest number of failed and cancelled campaigns and the lowest number of successful campaigns.

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

The first limitation of this dataset that came to mind is that the geographical information we have is very general. We only have the country data, which can be helpful when looking at the global use and impact of crowdfunding websites, however we can’t further analyze on a state or city level as we don’t have that information. Another limitation is that we have very little information on the campaign hosts, for example, are they individuals, a non-profit, current business owners, aspiring business owners, etc.? Lastly, I believe the biggest limitation of this data set, is that all the financial data is in different currencies, making it difficult to compare the data as we have it, as if we wanted to accurately compare the data we would have to first convert everything to a single currency.

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

Another possible table that could be created is looking at the category and subcategory of campaigns in comparison to the average donation amount and number of backers. This data could help individuals and businesses come up with more realistic or optimal goals. For example, I had a friend do a Kickstarter campaign last year for his photography book, but before he officially started his campaign he did several polls on social media asking what price range people would be willing to pay for his book. So if we could create a table that provided an estimate of the average donation price and number of backers based on a certain category or subcategory, I think that that would provide some incredibly insightful data!