1. **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**
   1. Ultimately, the number of Crowdfunding campaigns that were successful outweigh those failed and canceled by 15%. Of that, 20% more Crowdfunding campaigns produced a successful outcome than a failed outcome.
   2. The highest total successes of Crowdfunding campaigns spiked in the summer months of June and July with the lowest success rate occurring subsequently in August.
   3. Among successful campaigns, Theater and Film & Video categories produced the highest number of successful outcomes while Journalism produced the lowest number of successful outcomes.
2. **What are some limitations of this dataset?**
   1. The dataset provides no additional context as to why 6% of the Crowdfunding campaigns were canceled. In addition, no context is provided to the reasoning behind the successes and failures. Therefore, we cannot use this dataset to make recommendations and data driven suggestions for future Crowdfunding campaigns.
   2. While we know the category and short blurb of the business seeking investment, we don’t have any granular details as to what the business does and how it is run. This is a limitation as we explore the correlation between the category of the business and the success and fail rate.
   3. We don’t have any insight into the economic conditions in the respective countries of investment at the time of the Crowdfunding campaigns raise cycle.
   4. This dataset doesn’t provide any information on the size of each industry. Therefore, we cannot make an accurate comparison across investments per category.
   5. There are different currencies being used in this dataset, therefore when comparing the average donation among backers, we can’t assume a 1:1 comparison.
3. **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**
   1. We could create a bar graph to visually display the investment per category MoM OR YoY.
   2. We could create separate pie charts for successful and failed campaigns to display the size breakdown per category.
   3. We could duplicate our category pivot table and add a currency filter to compare the number of investments coming from each currency. We could also compare the success and fail rates based on the type of currency invested in the company.