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

1. Out of all the data, the count for successful projects is the highest. This is shown through the line graph.
2. Most projects are started in theatre, this could mean that this is the most popular crowdfunding campaign
3. The results for the count of campaigns across outcome (failed, live, successful, cancelled) are similar across each month. However, the count for success is the highest in July. This could mean that July is the best month for a crowdfunding campaign, or that simply most projects take place in July

What are some limitations of this dataset

* The two tables don’t show the success rate. They show the count of the outcomes, however not the percentage of successful vs. failed ones. This makes it hard to compare what is the best month or category for crowdfunding projects.
* The data is also across different currencies, this could make it hard to compare which projects are monetarily most successful as it is not all the same.
* We were trying to find the ‘trick’ that enables a success in crowd funded project however there were not many influential variables to compare. All that was compared was the time and the category. If we included more specific influential variables that each crowdfunded project used (such as marketing techniques, where it was advertised, advertising budget) we could highlight more influential factors and trends.

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

* We could show a table that shows the success rate of each project per month or per category. This would highlight those with the highest success rate which we’d want to follow
* We could show a graph that measures the average donation per category. This could highlight trends in what people are more willing to donate to.
* We could show a graph that displays the percent funded. All that we know right now is if they are successful or not, but not by how much. Visualising the percent they are funded will show whether donations were extremely high which could be vital information in discovering the ‘trick’