**Crowdfunding Report**

Given the data provided in the excel spreadsheet, there are three conclusions we can draw about crowdfunding campaigns:

1. The category with the most successful campaigns is “theater,” with “film and video” and “music” having the second and third most successful campaigns, respectively. Furthermore, the subcategory with the most successful campaigns is “plays”.
2. The country with the greatest volume of campaigns as well as the most successful campaigns is the US.
3. The most successful month for crowdfunding is July, with June coming in as the second most successful month.

There are some limitations to this dataset. While the table provides figures for “backers count” and “average donation,” we don’t know with statistical certainty whether there are large donors, or outliers, who are skewing the numbers for particular categories, or if, conversely, the donations are more evenly spread out among the donor base. We also don’t know if backers are donating to multiple campaigns.

We could create a pivot table—and a corresponding pie chart—that has a column of outcomes, rows of countries, and values based on the count of outcome. This would help people visualize more clearly which countries are better suited for crowdfunding based on the data.