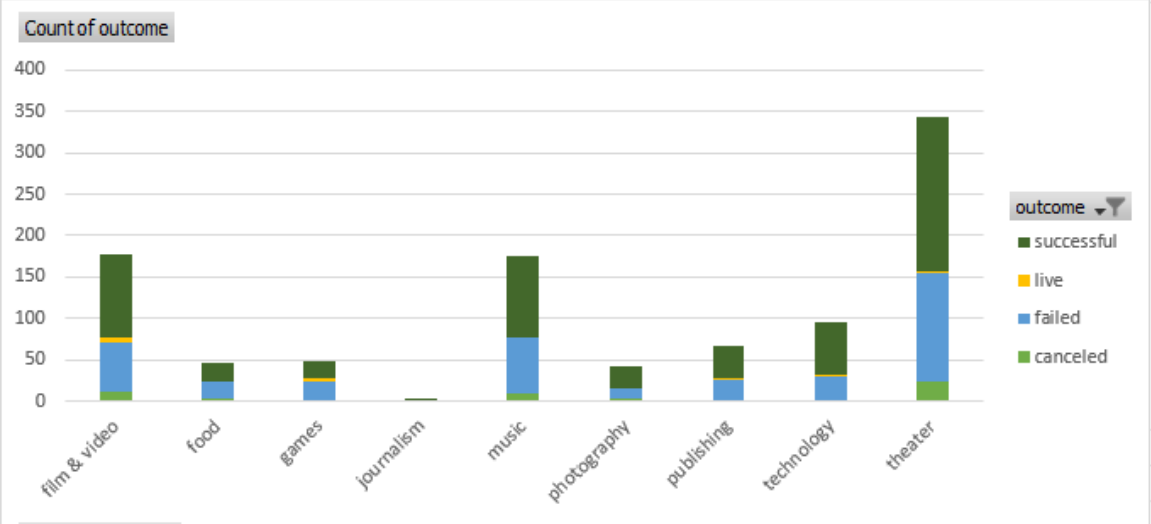
- **Create a report in Microsoft Word, and answer the following questions:**

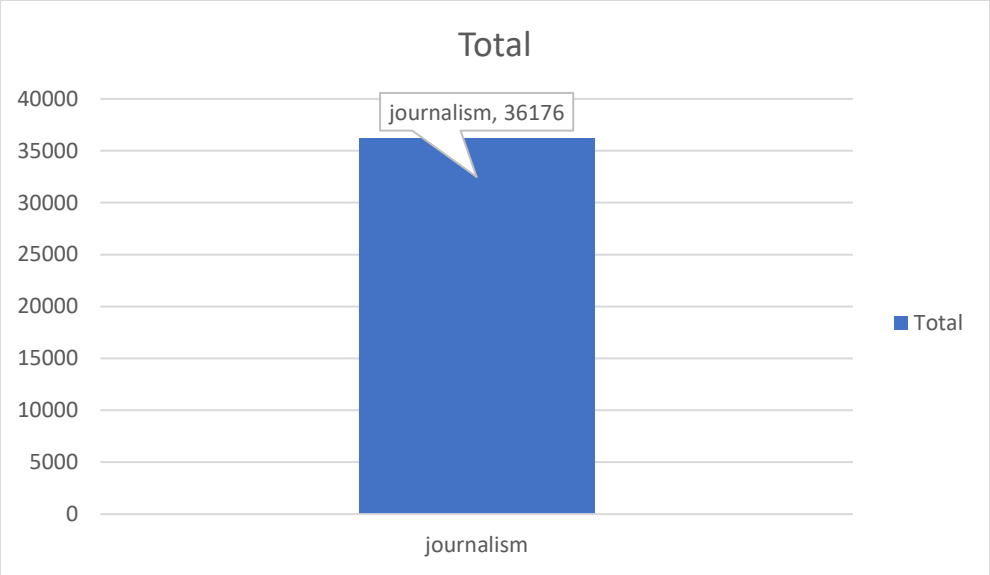
  Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?

Count of outcome	Column Labels				
Row Labels	canceled	failed	live	successful	Grand Total
film & video	11	60	5	102	178
food	4	20		22	46
games	1	23	3	21	48
journalism				4	4
music	10	66		99	175
photography	4	11	1	26	42
publishing	2	24	1	40	67
technology	2	28	2	64	96
theater	23	132	2	187	344
Grand Total	**57**	**364**	**14**	**565**	**1000**



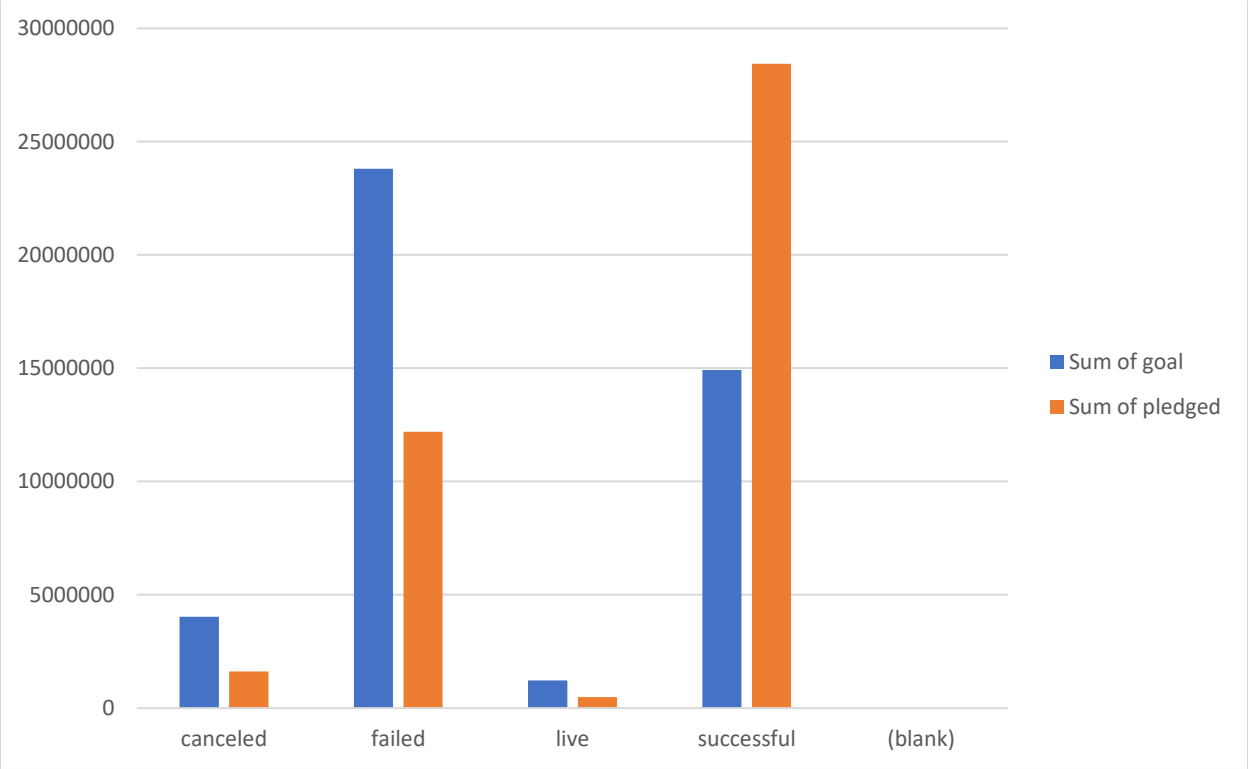
The success rate for what I considered the most important categories for a campaign are higher than the failure rate as shown in the data below.

Journalism – All pledges and goal to meet journalism founding was all successful



Technology – Out of 96 grand total pledges from different companies (names as related in the data), more than half of them gave their pledges (data is 64 out of 96).

Successful Vs Failure



The total receive pledge is more than Crowdfunding goal for the campaign as shown above.

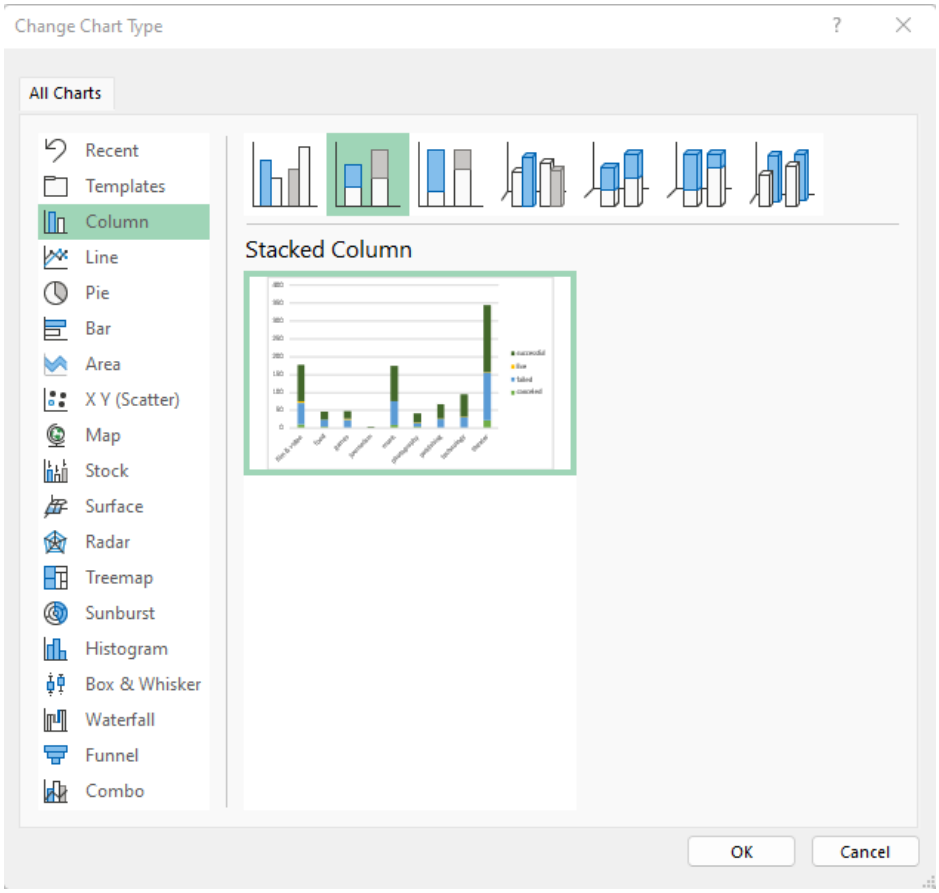
What are some limitations of this dataset?

There is no data showing the possibilities to mitigate against failure or reach each category goals. It would have been nice to see the strategies in place to meet and exceed campaign goals. Another big impact on the data set is the non-relativity between the currency. It is not justifiable to calculate the currencies as equal because of the difference in money value between USD, CAD, EUR, DKK and others.

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

There are lots of dataset that could be created or foreseen for the data.

- **We could show average outcome rate in percentages.**
- **We could use different types as shown available in excel**


Change Chart Type
All Charts
Recent
Templates
Column
Line
Pie
Bar
Area
X Y (Scatter)
Map
Stock
Surface
Radar
Treemap
Sunburst
Histogram
Box & Whisker
Waterfall
Funnel
Combo
Stacked Column
OK
Cancel