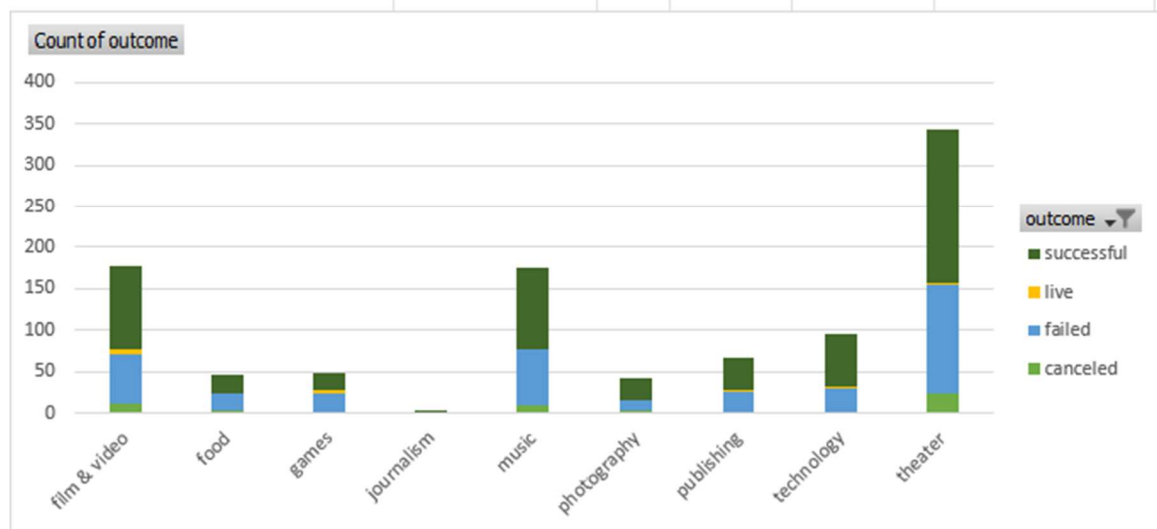


- Create a report in Microsoft Word, and answer the following questions:

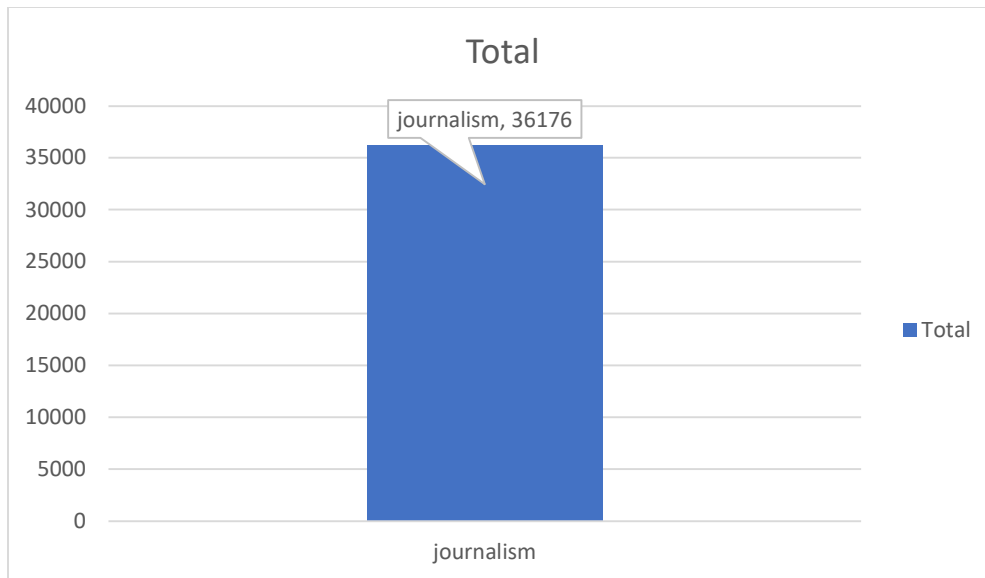
Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?

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



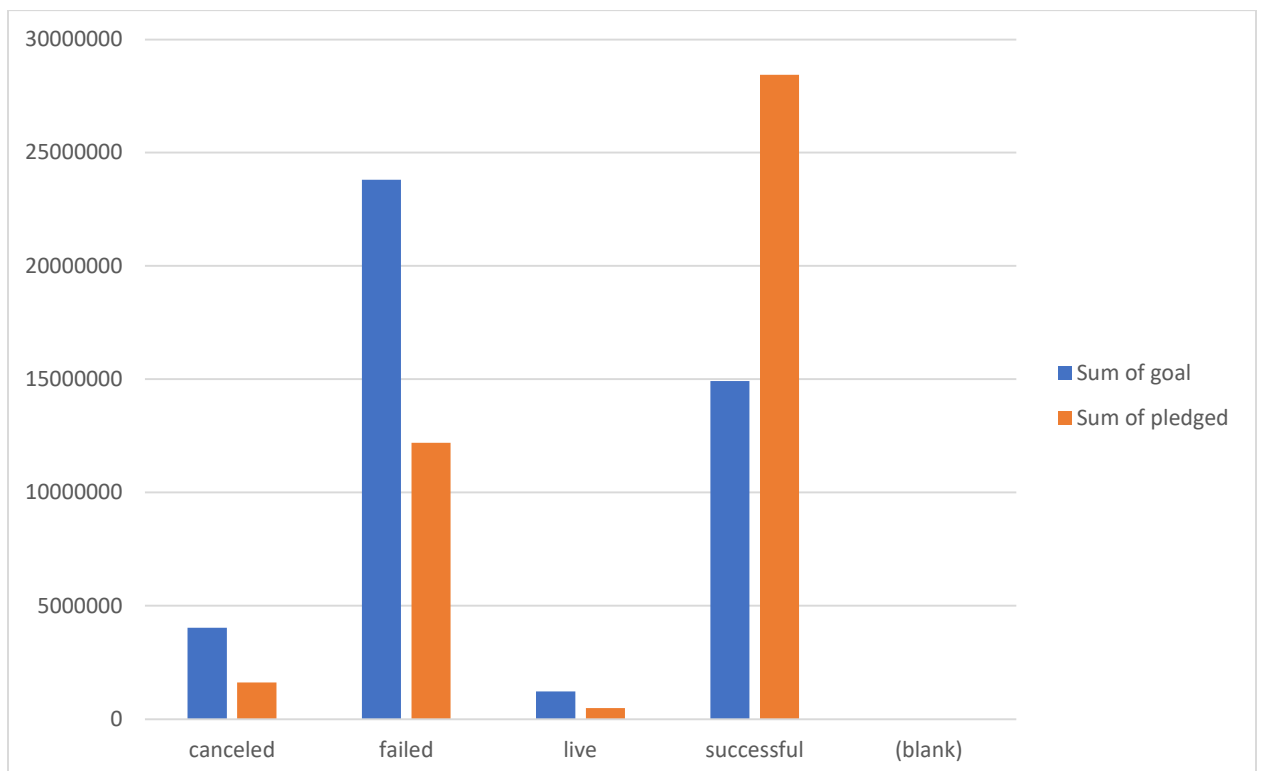
The success rate for what I considered the most important categories for a campaign are higher than the failure rate as shown in the data below.

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?

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**

