* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  1. For the given countries, the outcome tends to be favored towards successful outcome. Such tendency is typical for larger countries like USA, Canada, Australia, GB. Smaller European countries like Italy or Denmark, do not have the typical success tendency, and shouldn’t be generalized by the presented graph. Consequently, results of such small countries have little effect on generalizing overall results and results for larger countries.
  2. The biggest demand in crowdfunding (for the given countries) is in “plays” category, with the lowest – in “world music” and “audio”. General tendency for such campaigns is to have mainly successful outcome. The number of “live” campaigns is insignificant to shift tendency towards “failed”. And even if overall “cancelled” campaigns are pushed under category “failed”, the number of “successful” is still greater.
  3. In given 10 years, general tendency is to have more successful campaign than failed. Graphs per year do not demonstrate same tendency. 10 years graph shows spike during summer months for “successful” result. This is not typical dynamics per singular years. The different dynamics in crowdfunding campaigns per each given year can be influenced by circumstances not shown in the present analysis.
* What are some limitations of this dataset?

Considering that 10 years dynamics doesn’t match year per year dynamics for crowdfunding campaigns, the data needs to expand to categories, that possibly can be contributors to such discrepancies. And can provide explanation to what events influence dynamics of crowdfunding (like wars, pandemics, recession, etc).

**Unitize currency for a better presentation.**

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

Further analysis can be performed by category, showing which sub category underperforms as a crowdfunding entry.

Further, separating results by continents would be a better presentation of the situation within geographic territories, which are more common in economic developments.

Create a graph by category and percentage of outcome, specifically successful, to see the overperforming numbers for such categories. Purpose – to see what categories collect most money.

**NOTE: the excel tasks were performed in 2 spread sheets. After adding columns with formatted dates, pivot table wasn’t picking up the new columns. Possibly because prior tables were created without. Not sure why. But creating new file and adding 2 new columns solved the problem.**