**Lennox Nguyen**

**Crowdfunding Campaigns**

**Question 1**

1. We can also see that film & video campaigns have received success, with more than 50% of campaigns being successful compared to the failed campaigns, and cancelled ones.
2. We see that plays (theater) campaigns have received the most amount of success, but also have received a lot of failing. However, we do see that the success is above 50% compared to the percentage of failed campaigns. There are some that were cancelled, but overall, this campaign was very successful.
3. From reviewing the months and years, it looks like there is a high percentage of failed campaigns each month. Campaigns targeting are often challenging and hard to choose, so there was potential for improving their failed campaigns, if they have considered the right audiences in which where the campaigns were targeted.

**Question 2**

1. It would have also been nice if we knew who cancelled the campaigns, making me curious about the reason and why they failed, again to track pattern and improvement.
2. I believe the dataset could have provided a little more information on where the campaigns were created, just so we can know a pattern of where the campaigns have failed and why.

**Question 3**

1. I think some of my above answers this question already. From the additional tables and data, we can add additional graphs that would help us understand the goals better.