**Report from Excel Challenge – Module 1 – Luisa Barros Dinwiddie**

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

* Conclusion from Pivot Table per Category: It is notable that theater has more successful cases in compared to others category. But it is important to see that Theater has also the most failure cases in the same category. From the successful ratio point of view, the most successful category is technology (0.666666667).
* Conclusion from Pivot Table per Sub-Category: In this graphic, it has a huge difference in the number of successful cases from plays in compared to all the other categories. Play has about 200-300 cases more than the rest. But when you investigate the successful ratio, the data shows the most successful sub-categories are world music (1) and audio (1), compared to play (0.543604651).
* Conclusion from Pivot Table w/ Data Created Conversion: The line graphic shows that from July to September, the successful and canceled data show a significant decrease in the number of cases.

1. **What are some limitations of this dataset?** This dataset has some limitations on the reasons for the failures/success of the cases. It is difficult to investigate Sub-Category because some data is inconsistent, by that I mean, having a lot of successful and failures in the same subcategory.
2. **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?** A table and graph that show more focus in the successful and failed ratio, so I could investigate the relationship between failure and successful within the same category more efficiently.