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

The first conclusion we can draw about crowdfunding campaigns is that the parent categories film and video, music, and theater are amongst the highest funded of all the categories. This is a pattern that was consistent across each of the countries that were surveyed as well.

The second conclusion is that is that even though the subcategory “plays” is the most popular. However, there is still a high likelihood that plays could succeed or fail. The only subcategories that have no failures are audio and world music, but these categories also have very little data collected. The last conclusion is that between the months of June and July the data has the highest outcome turnover followed by sharp decline.

**What are some limitations of this dataset?**

Some limitations of the data is that the sample sizes in many of the parent categories is very small. It would make more sense to compare categories that that have similar data sizes.

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

I think it would make sense to create a scatter plot that compares the length of time that a campaign is open for and failure/success outcomes. This could help determine if certain categories need to remain open longer to reach their success. Additionally, I think we could create a stacked bar graph that shows the success/failure/canceled outcome rates per year. The current state of the economy plays a big factor on how much individuals can donate. It could be possible most cancelations and failures occurred during recession periods and other economic hardships.