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

Conclusion 1: Based on the bar graph comparing category to campaign outcome, we can see clearly that the United States is the largest contributor of crowdfunding campaigns, claiming 763 of the 1000 campaigns. While there is not data provided here to prove this, it may be explained by the dramatic difference in population between the US and other countries represented within the data. It may also suggest that there is less funding available to US citizens to pursue these more artistic or personal interest projects than in other countries based on income & cost of living, or other factors.

Conclusion 2: Based on the chart comparing outcome and parent company and the chart comparing subcategory and outcomes, the theater category (more specifically plays) claims the largest amount of successful **and** failed crowdfunding campaigns. Depending on perspective, this data could be used to present two stories. On the one hand, this may suggest a general disinterest in funding this sector of entertainment or may suggest that plays are not something that the public is interested in funding or consuming. On the other, it may suggest that people are very interested in this and the fact that there are so many crowdfunding campaigns that have been deemed necessary for these to work might suggest that there need to be other avenues for funding for theater/plays.

Conclusion 3: From the line chart comparing outcomes to date created conversion, the data suggests that the best months to create a campaign for it to be successful would be in June and July as those are the months with the highest successful campaign outcomes based on start date. It also suggests that September would be a suitable backup as the success rate is slightly lower but that is the month with the least number of failed outcomes based on start date.

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

Some of the limitations of this dataset come from lack of information about the people or groups who are putting on these campaigns. There are a few pieces of information that might benefit analysis of outcomes trends such as the marketing strategies used to spread awareness of the campaign, the socio-economic status of the target demographic and area where the campaign was marketed, the overall economic climate at the time of the campaign, how often the people creating the campaign used this crowdfunding strategy to fundraise, and how various algorithms within the crowdfunding website itself might have impacted visibility for these campaigns. Marketing strategies could dramatically impact the visibility of campaigns and therefore impact the outcome. If you are funding in a more affluent area or targeting a more affluent demographic, you may find your campaign more successful. The overall economic climate would also impact the availability of backers to donate to various campaigns as well. If people utilize the same strategies and target the same audience of backers year after year, it may impact willingness to donate. Finally, the visibility of the campaign on the website itself may impact how many backers and how successful a campaign is. If something is shown on the homepage of a site, it stands to reason it may be more successful than something people must go digging to find.

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

Suggestion 1: Create a data set comparing campaign outcomes to that of campaigns that were designated as a staff pick or chosen as a spotlight campaign. It would be interesting to see if these variables have a positive impact on the success rate of a campaign based on a likely preferred spot in the website algorithm and higher visibility.

Suggestions 2: It would be interesting to collect data about how many times a campaign was shared or viewed and determine how that impacts the outcome. It is reasonable to guess that higher views and more shares would positively impact the potential positive outcome of campaign and that information could be provided to those who start campaigns to encourage them to adequately market their fundraiser.