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

The first conclusion is that majority of the campaigns were successful (565), leading us to believe that this was an overall successful campaign. The second conclusion is US donors were targeted more than any country (763), which most likely means the organization doing the crowdfunding is US based. The third conclusion is the Theater group gave more than any other parent company group (344), which likely means that the crowdfunding purpose was theater or arts related.

1. What are some limitations of this dataset?

It would be helpful to know the reason for why some donors failed and others succeeded. If we had information that told us how many times, if at all, donors were followed up with, we could use that number to more effectively check in on donors who have not yet met their pledged donation amount.

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

We could create a pivot table and graph to compare the overall monetary donation amounts based on each parent company category. This would tell us which parent companies might give more in future funding projects, and which parent companies to no longer pursue.