**Report**

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

Based on the last three reports, first, we conclude that most crowdfunding campaigns were popular in the entertainment/art industry i.e. music, film & videos and theater. Out of the three categories listed, the theater one was the most popular in each country even if music and film & videos ended up being predominant in Switzerland (CH) and England (GB), respectively.   
Now, looking more closely and based on the three categories listed above, rock music, documentaries and plays were the most popular: with plays practically dominating the overall count in every single country.   
Finally, throughout the years, we notice that most campaigns have been successful in each category.   
Out of all the categories, the ones in journalism have been launched the least (only three campaigns throughout the whole timespan). Furthermore, it appears that most campaigns happened during the summer semester with July being the peak.   
The month of January seem to follow this peak trend very closely; something that can be explained with the 2019, 2016, 2015 and 2011 numbers.

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

* This dataset might not explore all the different categories where crowdfunding occurs.
* This dataset doesn't explore countries outside America and Europe.
* This dataset might not contain all the existing platforms.

All in all, our sample might not explore all the different options we can have for crowdfunding such as other categories, dates, etc. that we could withdraw from multiple other platforms, countries, and campaigns.

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

Multiple options are offered to us.  
First, we could create a table (and graph) that looks at the average donation per country and category.  
That would help us know how much people are willing to give depending on the country or category (it would be a way to know their buying power).

Secondly, we could have a table (and graph) comparing goals and pledged amounts per category which would help us look at the categories people value the most and the ones they do not.  
Finally, we could create a graph (and table) that displays the duration of each campaign. That would help us figure out which campaign lasted the most and which didn’t. This could, then, be compared to pledged amounts and goals to describe if some campaigns don’t last because goals are already exceeded.  
**N.B.** This was a non-exhaustive list.