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

1. Although 565 of the campaigns are successful out of 1000, 364 are failed campaigns. Maximum number of outcome is in theaters category (344).
2. Most of the Campaigns occurred in the US(763 out of 1000)
3. The 3rd Quarter is the peek outcome over the years data.

* What are some limitations of this dataset?
  + - 1. The Geographic factors influence the nature and success of crowdfunding, as the dataset misses information on that aspect, the final derivative may not be accurate
      2. The delivery date is not fixed, Campaigns created and ended dates varies from 0-59 days. The degree of delay and the overhead costs are not predicted or captured
      3. Although these results offer insights into initial data, we still require more details to analysis of the success or failure of the process. The reaction of crowdfunders to quality indicates if crowdfunding backers assess the prospects of success of projects, or whether their decision-making is solely based on other, more naive investment criteria.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

1. A table with Category and Sub-category percentage of outcome could help in future category focus of crowdfunding.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Category | canceled | failed | live | successful | Grand Total | Percentage of Category |
| film & video | 11 | 60 | 5 | 102 | 178 | 57% |
| food | 4 | 20 |  | 22 | 46 | 48% |
| games | 1 | 23 | 3 | 21 | 48 | 44% |
| journalism |  |  |  | 4 | 4 | 100% |
| music | 10 | 66 |  | 99 | 175 | 57% |
| photography | 4 | 11 | 1 | 26 | 42 | 62% |
| publishing | 2 | 24 | 1 | 40 | 67 | 60% |
| technology | 2 | 28 | 2 | 64 | 96 | 67% |
| theater | 23 | 132 | 2 | 187 | 344 | 54% |
| Grand Total | 57 | 364 | 14 | 565 | 1000 |  |
| Percentage of Outcome | 6% | 36% | 1% | 57% |  |  |

Example  
Although 56.5% of the campaigns are successful while 36.4% are failed campaign.

1. The time difference between Date created and Date ended conversions information would help find the time lines these campaigns needed to achieve the results. The data added in the last column of ‘Solved Crowdfunding’ worksheet help derive the minimum number of days a campaign existed is 0 days while the maximum days were 59 days.