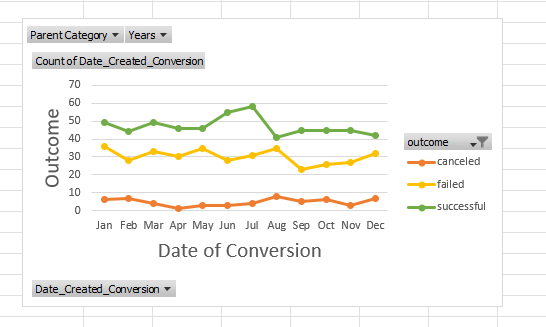
1. Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?

* After comparing outcome with Average of the Successful Campaigns Vs Failed Campaigns, looks like crowdfunding campaigns data looks better in this case which is 851 VS 585.

A graph with numbers and lines

Description automatically generated with medium confidence

* Though average number may be lower than most expect, but it is still plenty to get an initial initiative off the ground.
* Backers also well supported in raising the fund and achieving the targets closer what is expected.
* Though cancelled outcomes are low from the below line graph, it will be good to analyse the reasons behind, such as the goals are not realistic to achieve.



* Film, Video & Music Campaigns are more successful compared to other Campaigns which gives the clear decision making that investing money in those areas are more beneficial compared to others.

A screenshot of a graph

Description automatically generated

1. What are some limitations of this dataset?

* There is a risk associated with the outcome of this dataset, Failed percent chances are more, if the deadlines are not met with the goals and backers lose their confidence in the projects.
* There is no enough metrics that describe the success of each category/sub-category as a whole during the given time period. It would be helpful to have dataset that shows whether category/subcategory does well or poorly outside the relevant time periods. This might help us to determine external factors which could help in analysing the data.
* There is no enough evidence what each backer is hoping to achieve, either ambitious/expensive goals or smaller/cheap goals, so that to conclude which goal is better to achieve the immediate results with the raised crowdfunding goals.

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

* Additional pivot tables and graphs to show outcomes for each category along with sub-category which is most popular under it, to consider for the future other crowdfunding campaigns in this space.
* Additional metric showing the most popular categories/subcategories Vs the mot failed categories/subcategories and detailed level of data that contributes success outcomes for each category/subcategory.

This includes:

* Mean, Median, Min, Max, Variance, Standard deviation for each category/subcategory showing success/failure outcomes out of this dataset.
* Median, Max, and Min of average goals per category/subcategory,
* Goals Vs Percent funded per category/subcategory.