

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

- Given the data that was provided, we can assume that, generally, crowdfunding campaigns are more likely to be successful than failing or being canceled in all categories. Furthermore, we can see that categories such as film & video, music, or theater have the highest number of successful campaigns. That could be partly due to the amount of total campaigns collected within those categories. If we look at percentages, technology has the highest percentage of successful campaigns, with a sample size of 96.
- From analyzing the sub-categories, we are able to see that plays are by far the most popular categories which received funding. Some other noteworthy mentions of popular subcategories are rock, documentaries, and web.
- Lastly, from the last sheet of our pivot table, we are able to assume that the months that have the highest successes are June and July. And, the least successful, or failed, campaigns in the years are August and October.

2. What are some limitations of this dataset?

- A limitation that that data could have would be sample size. Although there are around 1000 data points. This could still hinder the validity of the analysis we are doing. The more data we get, the more accurately we can assume with confidence.

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

- I believe a table/ graph we could create would be the amount funded along with the parent/sub categories to find out how much money each category received. The additional value we could pull from such table would help us further determine the popularity of campaigns and the expected funding each type of campaign would get.