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

1. Overall, companies have seen the greatest number of successful campaigns under the visual and performance arts industry, such as film, music, and theater. In contracts, food and journalism industry show the least number of successful fundraising attempts. Therefore, the former group have been more effective in the crowdfunding project.
2. Companies had the largest number of campaigns in the theater category and specifically the plays sub-category.
3. Successful campaigns mostly happened in the months of June and July.

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

I think one of the limitations for this dataset is that we don’t have the methods of fundraising. That is, if we know more details about how and under what circumstances the backers performed the process (online or in-person, location, details of conversation, etc.), we could possibly derive more insights from the data.

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

We can look at if the companies used different blurbs to launch their fundraising campaigns, to understand whether this had an effect on their success or not. We can achieve this by creating another pivot table based on the duplicated “name” and different “blurb”, in which the horizontal axis is the companies name and their blurb and the value is the count of successful/filed events. We can also add a filter on company name to better look at the blurb title they have used (See Sheet 6).