1. Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
2. What are some limitations of this dataset?
3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

The first conclusion that can be made by looking at the Pivot Table 1 is that the parent category **theater** had the most funding, the next category was **film and video** followed by **music**. As we can see that these areas are the most funded.

We can also apply the filter of country and see the country wise funding.

In the Pivot Chart 2, we can see the most funded sub-category was **Plays.** They are most funded. There is a country filter in this table too and we can see the funding on the basis of country.

If we look at the Pivot Chart 3, we can see the month wise distribution of funding and this is the most important chart since it tells you about the fund raising and in which months the companies need to prepare for fund raising and doing the preparations and getting out the advertisements and other communications to get the most funding.

If we look at the Outcomes Based on Goals chart, we can see the **percentage failed** line is almost flat, so it doesn’t depend on the goal. We can also see that the percentage of **successful funding** was highest when the goal amount was neither too big nor too small. It can be concluded that when the goal amount was Median the successful funding was greatest.

The limitation of the dataset is that we don’t have the amount of money for funding. It’s only the status of funding whether it’s successful or failed. If we know the amount of money raised for each category, we can answer many more questions. We can ask communications to launch a fundraising campaign for the areas which are lagging in funding.

In answer to the **third question**, we can make several other charts comparing the average donation to each parent category and subcategory. We can also compare the countries with the average donations in each category.