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

1) The average success rate of the crowdfunding campaigns was at 57% to 60%. While Journalism scored the highest success rate at 100% it is unfair to the rest of the campaigns since 4 out of only 4 campaigns were successful in that category.

The most successful category was technology since it has the highest success rate in comparison to failing.

2) The amount of funding as well as the funding percentage also varies extremely depending on the category.

3) The average funding goal was 43,983$ however, the funding goals ranged from 100$ to 199,200$.

4) One of the main reasons for a failed funding campaign is the lack of interest from potential backers.

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

1)The data covers a 10-year period, where a lot has changed due to the economy, so it’s only unfair to compare data from 10 years ago to current data especially when we are analyzing funding and success rates of the campaigns.

2) The data is missing the reasons and factors of why each campaign performed the way it did.

3) In this data set we are comparing categories that have nothing to do with each other, and not comparing them to similar industries.

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

1) Creating pivot tables comparing similar categories and industries and filtering them by years to avoid the gap in the time frame and category to better analyze the data and find unbiased and fair conclusions.

2) We can filter the data as I mentioned above such as (dates 2017-2019, similar categories ( film &video, music, games, technology). And create a bar chart for both successful and failed campaigns.

3) Create a bar chart for each category to see the success rate by comparing the funding goal and the amount pledged.