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

1. In the “Pivot Analysis Years” sheet, I noticed a large increase in successful crowdfunding campaigns in the late summer months before there was a decline in success right around the beginning of the school year. We could conclude that based on this data set, mid-summer campaigns are more successful than pre-school year campaigns.
2. In the “Pivot Analysis Category” sheet, I noticed that Film & Video, Music, and Theater had incredibly high success numbers, more so than any other category collected. Based on this data set, we could conclude that subjects like the Arts have many people willing to donate for them.
3. In the “Pivot Analysis Years” sheet, I noticed that in each month, less than 10 campaigns were cancelled. From this information, we can conclude that it is more likely that a campaign fail than get cancelled.

What are some limitations of this dataset?

* The dataset doesn’t show us how much was donated in an equalized currency, so we cannot see averages across the board, each average donation is show in its own currency.

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

* We could create a table that shows the amount of money on average that each donor provided for each campaign, and compare that with the total money donated for each campaign. From that data, we could see which category (or even further, subcategory) has donors that donate the most per campaign. To equalize this, we would have to convert the average money each donor donated per campaign to campaign total into percentages, and then compare them with parent categories and subcategories.