**Charting Crowdfunding: Analysis**

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

* Journalism was the least active category with a grand total of 4, and the only category to have a 100% successful outcome
* Theatre was the most active category with a grand total of 344 (nearly the combined total of film & video and music), it also received the highest amount of failed outcomes
* High percentage of successful outcomes while a very small percentage of outcomes went live

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

* Dataset doesn’t provide any reasons for why crowdfunding outcomes failed or cancelled. This addition to the dataset could provide more of a holistic understanding to these outcomes, and potentially identify any issues which could be prevented.

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

* **Pivot\_Table1:**

Stacked Line or Stacked Line with Markers

Provides a comparison against each outcome in a fashion which appear visually easier to digest compared with stacked column graph. Using Stacked Line with Markers would be beneficial when comparing outcomes against each parent category.

* **Pivot\_Table2:**

100% Stacked Bar

Provides percentage guide along x-axis which gives a better visual representation of each outcome for each month compared to stacked column graph.

* **Pivot\_Table3:**

Stacked Column

Provides a holistic view of each outcome broken down into months; from a visual glance it is easier to read than a line graph.