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

From the crowdfunding sheet it is noticeable that majority of the successful campaign outcomes either met or exceeded their fundraising goals, (values close to 100 or greater in the percent funded column). This is displayed by the cells in the column displaying a colored scale of red to green to blue based upon how much the campaigns fundraised. Although this correlation is not definitive, there is a strong correlation between the pledged amount a company received, compared to their crowdfunding goal and the outcome of their campaign.

We can draw the conclusion that over all category’s, theater had the greatest number of crowdfunding campaigns totaling 34% of all campaigns. Within the theater category, the subcategory of plays had the greatest number of campaigns.

The most successful months out of the year for crowdfunding are June and July across all categories.

What are some limitations of this dataset?

Some limitations to this dataset are the sample size. Although it seems large, compared to all the crowdfunding campaigns that happen, this data set contains a small percent of the total. This dataset is all limited to a range of dates. That could have been done purposefully, but it also presents as a limitation.

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

It could be interesting to compare when a campaign started and ended, and the result of the campaign if it was successful or not. This could help determine if the duration of the fundraising has any effect on the success of the campaign. It could as show if trends in the economy such as recessions or bull years had any influence in the outcomes of there campaigns. Creating a pivot chart to show the dates and duration of campaigns compared to the outcome could provide that value.