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

1. (pivot1) A majority of crowdfunding campaigns in this data set were successful (56.5%), while 42.1% were unsuccessful (‘failed’ or ‘canceled’)
2. (pivot2) The success of a crowdfunding campaign is very dependent on the ‘Sub-Category’, for example:
   1. ‘audio’ and ‘world music’ campaigns were 100% successful (despite small sample of each)
   2. ‘science fiction’ and ‘mobile games’ campaigns were least successful with 35.7% and 30.8% success rates respectively
   3. There was a wide range of success rates across the spectrum of ‘Sub-Category’, including many well above/below the 56.5% overall success rate
3. (pivot3) The success rates were highest in June and July with rates of 63.2% and 61.7% respectively

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

* Only 1000 records, small sample
* Limited description in ‘blurb’ field, little detail on each record
* Unknown which platform (‘Kickstarter’, ‘Indigogo’, etc) these campaigns came from
* Limited detail, a database of each ‘backer’ transaction could be more insightful

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

* Assess whether ‘staff\_pick’ and ‘spotlight’ are correlated with success, look at the success rates for TRUE vs FALSE using bar charts or other graph
* Create table of currency conversion rates in order to look at all financial values on the same currency basis for comparison of contributions in different countries
* Show a line chart to see the success rates by year and the trend over time