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

The provided data makes shows trends that allow us to draw several conclusions. The first is that the Category of the crowdfunding campaign makes a significant difference in public participation. There is a much larger quantity of campaigns in the theater, music, and film/video categories than other categories. While this holds true for most of the data, it seems as if the country of the project matters. In some countries like Australia, the data shows that crowdfunding for Technology has as high a count of success as theater and film/video. Theater does look to be the clear winner for most countries except for Great Britain. A more specific conclusion that may be drawn from this data set is prevalent in the Sub-Category Pivot Table. Plays are the sole Sub-Category that has a consistent much higher count of success across all the countries compared to other sub-categories.

Another conclusion that may be drawn is that the average amount donated by each backer does not seem to correlate with the success or outcome of each project.

Finally, we can draw a conclusion from the Pivot Table with the Date Created that there is a slightly higher chance of success in the middle of the year, generally around June and July when it comes to crowdfunding projects.

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

While this dataset does show interesting comparisons regarding the categories of the projects and the number of successful outcomes, it does not uncover any obvious tricks to success. While there are high numbers of successes in the categories of theater, music, film and video, there is just as much of an increase in the counts of failure in those categories. There may be other reasons that have yet to be uncovered explaining why some projects fare better than others.

Since crowdfunding relies on “crowds,” a piece of missing data is the number of resources that each crowdfunding project has put into marketing. Without enough outreach, many of these projects are doomed to fail. It would also be interesting to note how many people were brought to the crowdfunding page for each project but did not donate.

This dataset also illustrates crowdfunding by country. This is a limitation to this data set. For example, the United States has a wildly different demographic in all 50 states. The success of a crowdfunding project could be linked to the location of the company. Those companies that are in highly populated states or even cities could have a much higher success because they have a larger customer or fan base. Some of the backers in different locales also may have more to contribute than others. This makes the Average Donation column quite misleading. It would be interesting to see what the top contributions for each crowdfunding project is, or even some data regarding the donations per project broken down by dollar amount.

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

There are several other possible tables and graphs that this data set can provide that would provide insight into possible additional reasons for crowdfunding success. A table illustrating how long each campaign has been active in comparison to outcome would give us an idea of whether the length of time a campaign is active has anything to do with success. Some of the campaigns only have a few days before the deadline, while others are open for more than a month.

Another comparison that would be useful is a table illustrating success rate versus whether the campaign was a staff pick or put under spotlight. Extra exposure to the public may have a significant impact on success rate.