**Crowdfunding Data Report**

The first pivot table and corresponding graph shows us the number of successful, failed, live, and canceled campaigns per category. The categories give us an idea of the kind of campaign that is included in the data set. From the stacked bar chart, we see that the three categories with the highest number of successful campaigns are: theater, film & video, and music. These categories are like each other as they are part of the same area of entertainment for consumers. This could be an indicator of which industries produce the most successful crowdfunding campaigns; however, we can also see that those categories have the most campaigns in total.

By using the country filters on the first two pivot tables we see similar trends of many successes for film & video, theater, and music. But we also see the rise of successes for technology and publishing. So, while crowdfunding campaigns for those three categories remain high across all the countries included in this table, there are some individual differences where technology and publishing groups garner many successes compared to the whole group.

The third pivot table gives us a longitudinal look at the rate of campaign successes, failures, and cancellations according to the month that they were created. We see a spike in successes and decline in failures for campaigns that were created in June and July. Following that there is a noticeable drop in successes and increase in failures for campaigns that were created in August. This could suggest that crowdfunding campaigns are more likely to succeed when they are initially created in the beginning months of the summer.

A limitation of this set is that the number of campaigns per category varies quite a bit, which could impact the way we perceive the data visualizations. Adding filters and actively utilizing them is essential to combat that issue, otherwise generalizations can be made that are not widely applicable to crowdfunding campaigns overall.

I think it would be interesting to use the data created and data ended information to look at the success rates compared to how long the campaigns were run. It would also be interesting to create a stacked bar graph that shows the goal versus the pledged amounts and look at that information versus the success rates of the campaigns.