**Three conclusions about crowdfunding campaigns:**

### **1. Three conclusions about crowdfunding campaigns:**

* **Success rate by category**: From the first sheet, it's evident that certain categories like technology and publishing have higher successful campaign numbers compared to categories like theater and games. Technology leads with 67% successful campaigns, indicating that tech-related projects are generally more favorable for crowdfunding.
* **High failure rates in specific categories**: Some categories, such as food and games, show higher numbers of failed campaigns. For instance, games have 48% failed campaigns, suggesting that these categories may face more challenges in reaching their funding goals.
* **Campaign performance by month**: From the third sheet, we see that the number of successful campaigns is approximately the same throughout the year. However, no. of most successful and failed campaigns can be seen around July and August.

**2. Limitations of the dataset:**

* **Lack of context**: We don't have information on the *reasons* behind the success or failure of campaigns. This makes it hard to understand the campaigns performance
* **No financial data**: The dataset lacks information on the funding goals, amounts raised, or average pledges.

### **3. Possible tables/graphs and their additional value:**

* **Funding Goal vs. Outcome**: A graph showing the relationship between the funding goals and whether the campaign was successful, failed, or canceled. This would help analyze if campaigns with lower or higher funding goals tend to succeed more often.