**Crowdfunding report**

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

Overall, the number of failed campaigns was significantly high in comparison to the overall successful campaigns. This data can now be used to improve future crowdfunding campaigns. The data analyzed what worked well for each company and can now be used in future crowdfunding campaigns. We could also take what worked well for most companies and mirror that campaign for the companies that weren’t successful.

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

The metadata could be clearer regarding what is being tracked in each column. It is also unclear as to what these crowdfunding campaigns are raising money for.

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

We could have analyzed which companies raised the most amount of money and used what strategies worked for them with other companies. We could also compare what each company’s fundraising goal was versus the amount that was pledged. This would help us analyze what went wrong with their campaign.

Analyzing the length of time, the campaign was active for would help us determine its success. We could compare the successful versus the failed campaigns and see if the length of time could have placed a role in its overall success.