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

* The first conclusion we can draw from these campaigns is the successful rate is the highest at about 565 success campaigns and followed by the failed campaigns at the rate of 364 in 1000 campaigns in total. (Pivot 1)
* The most successful activity is theater with 187 success campaigns and film and video campaigns with 102 successful campaigns. Meanwhile, the most failed activity is also theater with 132 failed activities and the second most failed activity is music with 66 campaigns
* Throughout the year, the number successful campaigns fluctuated around 45 campaigns per month but went up dramatically to about 60 in July then sunk to 40 in August then going sideways to the end of the year. On the other hand, failed campaigns number went up and down around the 35 level with a peak of 35 in Aug and dropped to 23 in Sept then reversed to 30’ish level at the end of the year.

1. Limitation of the data set:

* The goal of each campaign is too different, some set a very high goal, and some are too low, that make the central tendency calculation may not appropriate
* The event date stretched to a wide range of time, from 2010 to 2020 that makes the data set hard to compared and less reliable
* There is no consistent currency used, that makes the success and failed rate are not reliable and cannot be compared

1. We can create additional table that has campaigns with the same size and happened in the same year to make them easy to compare. We can also create an exchange formular to bring all the currency into one currency, it will also help in data analysis as well.

Moreover, we can draw more chart to show the relevant between the time range of a campaign and the percent funded in order to sort out which is the most productivity campaign.