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

1)Given the data provided, in general, the Crowdfunding campaign project was most successful in month of July (58%) more like to be successful than to failed in in month of January (36%). Also, crowdfunding project has maximum cancellation in month of August by 8%.

As per the data if we investigate the outcomes of completed projects as separate categories, we see a Severe difference (if we filter by successful and unsuccessful outcomes category only). The consequence is that crowdfunding of the total number of plays (187), Film &Video (102), music (99) has the highest success rates and the Journalism (4), games (21) and food (22) have the lowest success rates.

2) As per the crowdfunding project data, if we refer the individual twenty-four subcategories, we can see which subcategories are the most successful. When we look at the subcategory projects that were completed meaning that they were either successful or unsuccessful, we have subcategories with approximate fifty percent success rate: Animation, Audio, drama, documentary, mobile games, nonfiction, photography books, plays, rock, television, translations, wearables, web and world music.

We also have project subcategories that were unsuccessful: electric music, fiction, food trucks, indie rock, jazz, metal, radio & podcasts, science fiction, shorts, and video games.

It is vital to acknowledge that the numbers may not be statistically critical given that the project sample is much smaller to get robust conclusion. A safe conclusion to make, is that plays are very popular amongst other categories.

3) As per the project data, we have an increase of success from the second quarter of the year until July. It is then decreasing steadily until end of the year. In relation to the failure data, it shows from the graphical representation that it is inconsistent from the beginning of the year through to the end of the year with quite variance of ups and down each month. The number of events were cancelled throughout the year with the peak number in August (8) followed by February (7) and December (7).

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

There dataset is not big enough for all categories and subcategories, therefore some of the results are not statistically relevant given the small sample size.

As per the dataset only succession and failure are on dataset and no information on where money come from for crowdfunding donation.

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

Based on Crowdfunding project data it would be interesting to explore data by Country and their currency as it shows trends in which Country they have highest rates of success and which ones have the lowest rate of success. Also, it will provide information of collection of donations in respective currency.

It would be exciting to explore the projects by using the duration of conversion using the date created conversion and date ended conversion. There may be possibility of a trend to see what separates the duration of successful and unsuccessful projects.

As per the data it will be beneficial to obtain further information on the successful campaign by the country. This will help to find campaign reached its goal and delivery of the products and services to achieve information related to long term profitable and well-established companies.