Three conclusions about the crowdfunding campaigns:

* Although the theatre category has the greatest number of successful campaigns, half of them failed (46%). Journalism, on the other hand, only has 4 campaigns and all of them succeeded which gives the category a 100% success rate. Going by the number of successful campaigns alone won’t give you a full picture on which campaigns are more likely to succeed.
* All 4 journalism campaigns happened and succeeded in the USA. Going by the available evidence, you should launch your journalism campaign in the USA.
* In none of the months did the number of successes drop sharply. You could start a campaign at any time of the year and reasonably expect success, but keep in mind that film & video, music, and publishing saw the most monthly variance.

Limitations of the dataset:

* Media coverage? We don’t know which campaigns experienced more media coverage than others nor can we see what impact media coverage had on them.
* Length of campaign? We can’t see how long it took campaigns to meet their goals.

Potential tables/graphs and their potential value:

* A table and bar graph showing the percent of campaigns that succeeded. You would be able to see which categories had a higher chance of succeeding.
* A table and bar graph showing the average donation of successful campaigns, failed campaigns, live campaigns, and canceled campaigns. You would be able to see if successful campaigns had a higher average donation.
* A table and bar graph showing the number of backers behind successful campaigns, failed campaigns, live campaigns, and canceled campaigns. You would be able to see if successful campaigns had a higher number of backers.
* A table and line graph showing the number of backers each month. You would be able to see if backers commit more at certain times of the year.