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

* Campaigns for theatres is more successful than the other categories, which is further supported by the data where plays is shown more successful than the other sub-categories.
* Campaigns for journalism is less successful than the other categories. On the flip side, campaigns for theatres also has a higher failure rate compared to the other categories; whereas campaigns for journalism has nil failure rate.
* Campaigns were more successful during July whereas campaigns have a high failure rate during January.

* What are some limitations of this dataset?

One such limitation of this dataset is that, along with success & failure rates, there were also campaigns which were cancelled, which means this dataset is likely to provide substantially different results, had those cancelled campaigns taken place. Plus, this dataset might be considered old due to the last year provided being 2019; with recent data, more accurate conclusions can be drawn.

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

* A graph showing the goal the campaigns were trying to reach against the number of people that pledged, which will provide an additional value to understand which campaigns performed more than, less than or as expected.
* A graph showing the timeframe the organisations had to launch & complete their campaigns for the most successful and least successful categories, which will provide an additional value to understand whether the ‘time’ factor had an impact on the categories’/campaigns’ success.