Question 1:

1. From this data, one could gather there were more successful campaigns than those labeled failure/cancelled. Theater, Film & Video, and Music have the highest number of successes while journalism, games, and food have the lowest. This would suggest it may not be wise for backers to invest in journalism, games, and food. This may not be a good indicator however without averages to judge.
2. Based on the sub-categories, Plays have the most success by far. They also have over 3 times as many campaigns compared to the rest of the other campaigns. They also have the most failed campaigns.
3. There is a drop off post July in successful campaigns looking at all years. There are always more successful campaigns than failure/cancelled in the data.

Question 2:

1. With only 1000 listed, the data size might be too small to be considered statistically significant. We would need more data to draw any kind of relevant conclusion.

Question 3:

1. We could create another pivot table to calculate the average length of completion and sort by the success and failure. This may show if there is any correlation between success and time taken.
2. If a precise location was given, we could create a pivot table to determine which areas have a higher success rate and see if there is any correlation there.
3. We could add averages between the successful and failed campaigns to gain more meaningful insight instead of only seeing the varying totals between parent categories. This goes back to my conclusion on the first point in question one.