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

* In North America, **theater plays** are the most popular method for raising funds, and they also yield the most successful campaigns. However, they also have the highest rate of failure of 40%, making this method quite the gamble. Music and film & video have the second highest rate of success with a relatively smaller success to failure ratio.
* **Audio journalism** is the least popular method of crowdfunding in North America. However, of the 4 campaigns that were made, all of them were successful, leaving it to be the only method with a 0% failure and 0% cancellation rate.
* **From 2010 to 2020**, the data shows that the best months for successful theater campaigns are June, July, and September. The worst months for theater campaigns are January, May and August.

**Here are some limitations of this dataset:**

* **Outliers** in funding goal, funding pledged, and number of backers can impact summary statistics and visualization of this dataset. Extreme outliers can distort the distribution and make it challenging to draw meaningful insights.
* There are too many **subcategories** with very low frequency, which makes it challenging to visualize the entire dataset because plays have significantly more frequency than the rest of them
* **Formatting**: many columns in the data needed formatting in order to be interpreted (launch date, end date, category & subcategory)
* The data contains funds raised in **different currencies** - this makes it difficult to compare the amount pledged to understand how much was raised by each category and country. This also makes all analyses regarding number of backers questionable because a higher number of backers may not necessarily mean a higher amount of funds raised if it was raised in a weak currency.

**Here are some other possible tables and/or graphs and the additional value they would provide:**

**Summary statistics table** for all key numerical columns such as funding goal, funding pledged, number of backers, and percent funded. This table can give a quick overview of the dataset's central tendencies and variability to help understand the distribution and draw insights

**Scatter plot** to explore the relationship between funding pledged and the number of backers. This can help determine if there is a correlation between these variables and how to leverage that for future crowdfunding.

**Pie chart** to illustrate the overall success rate of campaigns to provide a quick overview of outcomes.

Bar chart that displays the **average donation** amount for each category. This can help identify which categories tend to receive higher or lower average donations.