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

Overall, more than half of the projects in the sample successfully reached their funding goals. Among the parent categories, Theater had the highest number of campaigns, and approximately half of them were successful. All campaigns in the Journalism category successfully reached their funding goals, although the number of campaigns was the lowest among all categories. Food and Games had relatively weak funding performance, with less than half of their campaigns succeeding. Film & Video and Music showed similar performance, as their total number of projects and funding outcomes were extremely close.

Many sub-categories have data similar to their parent categories since they are the only sub-categories within them. For example, Audio from Journalism and Plays from Theater. However, World Music also achieved a 100% success rate, although there were only three campaigns. Mobile Games had the lowest chance of success, with only around a third of campaigns in this category reaching their funding goals.

July had the highest total number of campaigns and the most successful outcomes. January had the largest number of failed campaigns, despite being the second-highest in terms of total campaigns. August experienced a significant drop in successful outcomes compared to July, while the number of failed campaigns reached its second peak. Based on the number of campaigns in each month, the end and middle of the year appear to be quite busy, while September, October, and November are relatively quieter periods.

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

The dataset may have some sampling bias or missing data. This will result in that the dataset cannot accurately represent the entire crowdfunding. Some categories have a very small amount of data, resulting in extreme outcomes. Factors that can impact the results, such as the funding goal size, may lie outside the categories and timeframe covered by this dataset.

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

Line graphs depicting the campaign amounts and success rates (percentages) for each category over time (yearly) would show the change and trend of popularity. This would help identify categories that have consistently performed well or those that are gaining popularity.

Tables with columns for campaign outcomes and rows for each year would show the changes in campaign amounts and results for each year. Additionally, it could reveal any relationship between the economic environment and funding success. For example, it could help determine if there is any correlation between the overall economy and the performance of crowdfunding campaigns in specific years.