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

In the parent category, the entertainments (film & videos, music, theater) related campaigns have higher success rate than others. Even though many have failed, many others have found success.

In the subcategory, plays have the highest success rate amongst the other with a big margin, it also has a high risk of failing.

June and July appear to be the peak for successful campaigns.

1. What are some limitations of this dataset?

Even though we do have the data for successful and failed campaigns, we still lack data about what made these campaigns successful in terms of contents and what users might have created to promote those campaigns.

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

If campaigns have used promotional videos, what type of things they have offered in return to pledges, and whether they have promoted it on social media or not.

They would provide insights to tell if they played a role in the success or failure of the campaign.