**Conclusion**

Given the provided data, we can conclude the following:

1. The categories that performed the best in their crowdfunding endeavors were theater, film & video, and music. These categories had the highest number of campaigns run and a positive ratio of successful to failed campaigns.
2. Plays seem to be the most popular crowdfunding item, though it is the only item in the theater category. There were over three times the number of campaigns for plays than there were for any other subcategory, and it did have a positive ration of success to failure.
3. Crowdfunding campaigns gain more traction during the summer months. While there were more successful campaigns than failed ones overall, the gap between success and failure during the summer months was wider than other times of the year.

**Limitations**

There are some things to consider with this dataset. There are some categories and sub-categories that show a 100% success rate, but they have very few campaigns that actually ran (ex. Journalism). Plays are the only item in the theater category, meaning that there is no other data contributing to whether or not the theater category as a whole would do as well. Some sub-categories, such as music, split into genres, providing a much clearer picture of campaigns that are doing well. If plays were split into genres, we would probably be able to better determine if there were certain types of plays that were more popular.

**More Information**

A table could be created for the backers and average donations per county to determine where the most money earned outside of the US is, allowing for more targeted campaigns. More charts could be made showing the breakdowns of sub-categories related to the parent categories to see if any sub-categories can be added or removed for the future.