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

In short, the outcome from the crowdfunding campaign is impacted by multiple factors, like where the people come from, what methods used to run the program and what year and month run the campaign. Those factors determine the successful or failure rate.

Details explanations are in below:

We have created three pivot table to analyse the data set:

* Pivot table through parent category:

We have in total 565 successful outcome compared with the 364 failed outcome. In the general difference source of category to run the campaigns, theatre methods took the most successful rate, followed by film and video, music occupied the third place. People involved in fundraising campaign more in the vivid methods, compared with old fashioned method like journalism, food etc.

Also, in terms of country, US made the most successful outcome (436), the other countries participated with small portion between 10 to 30. In detail for the successful outcome, AU (24), CA(22), CH(12), DK(17), GB(28),IT(26).

The outcomes no matter successful or failure are significantly impacted by where people come from and what methods to run the campaigns.

* Pivot table through sub-category:

Through the sub-category Pivot table, we can see in detail that the most successful outcome in theatre comes from plays. Then in the file and video category, the documentary methods more attached people.

* Pivot table with year/months:

Across all the years and countries, July (58) and June (55) turns out have more successful outcomes. January (36), May (35) and August (35) contribute more to the failed outcomes. The trends changed differently in each listed year.

Through year analysis, 2014 has most successful results (60), then followed by earlier years, 2010(58) and 2011(56).

1. What are some limitations of this dataset?

The limitations of the results always come from what sample we choose. In this case, we only choose sample with seven countries, which cannot present other countries results.

Then the year of the sample was from 2010 till 2016 which cannot present or predict for the current data trends.

Also the methods category to run the campaigns does not have the current social media method like youtube, tiktok etc. If the campaign ran by the latest methodologies, the results will be changes.

Other factors, we may consider change the results, like gender, like age group those will also make difference choices.

There are lots more to consider, therefore when we give the conclusion, only based on the sample size and sample range we choose.

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

We could create below:

* Pie chart

It can present each country how much funds they provide to campaign, we can see straight from the pie chart, the percentage of the country contribution.

* Combined table and map chart

We can create a table, columns with country and pledged amount.

In the same sheet, crate a map chart with pledge amount. In this way, data become visualizing and communicate with the geographic data effectively.