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

1. The Parent category “Theater” made up the majority of campaigns.
2. The Parent categories “Film & Video” and “Music” are second and third.
3. Over all, 56.5% of campaigns were successful.

What are some limitations of this dataset?

1. There is no indication how much reach the crowdfunding campaign had. How often was it shared and re-shared on various social media platforms?
2. What was the nature of the target area that the campaign was sent to? Was it focused on a certain city or to a larger area?

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

1. Comparison of the rate of success of the various subcategories in a given Parent category – are there subcategories that are more successful?
2. Graph showing the Average Donation for a given goal level comparing successful, failed and canceled crowdfunding campaigns.