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

From the data given we can gather that the greatest source of crowd funding comes from the parent category of theatre and the least is journalism. Within the theatre parent category 100% derives from the subcategory of plays with the sub category of rock in 2nd under the parent category of music. Last, we can see that more campaigns on average are successful rather than canceled or failed.

2. What are some limitations of this dataset?

Some limitation of this dataset are that even though successful campaigns lead the way, both canceled and failed could essentially mean the same thing. Also, the set only shows data for a select few countries rather than all of them or continents.

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

We could create a bar chart which projects staff favorites or projects that had the spotlight and how that related to how much was pledged to the project. We could also make a pivot table representing how much was pledged by category or sub-category by year, month or both.