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

What are some limitations of this dataset?

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

1.

Crowdfunding seems most effective for technology, but technology also represents a relatively low number of data points compared to a broad category of "arts." It's hard to analyze without seeing percentages. The stacked columns are ok for visualizing but they don't give me the best data.

Monthly crowdfunding campaign volume is relatively equal and the number of successes and failures doesn't vary by month. Time of year has little to no influence.

When filtering by year over the last decade of data, crowdfunding was equally popular and almost equally effective.

2.

A major limitation is not knowing who did the crowdfunding. As in,

what platform or organization facilitated the gathering of funds. That may reveal that success or failure is less related to category of the thing being funded and more to do with the organization collecting the funds. It would be interesting to also see what share that organization took.

I would like to see all of the currencies converted to a single currency based on the exchange rates at the time of full funding, but I think that's easy to do with some of the financial functions that exist in Office 365. I believe it's very easy on Google Sheets.

A third thing may be creating a higher parent category. For Film, Music, Theater, Photography, and Publishing. Something like that. I want to see the big picture on those.

3.
I would like a pivot table showing, instead of numbers, percentages. The stacked columns are fine for visualization, but a breakdown of the percentages of failures for each category is much more useful to me. Obviously journalism has a 100% funding rate amongst 4 data points, so whatever system we used would need to identify that as well. You can get lucky 4 times but you don't normally get lucky 200 times.