After reviewing the dataset here are some takeaways, about crowdfunding campaigns.

1. Different categories of crowdfunding campaigns have varying success rates, with some categories like “film and video” showing a relatively high number of successful and failed campaigns.

2. The dataset reveals the popularity of crowdfunding campaigns across different countries, indicating the sectors that attract more funding. Using a bar graph to help filter each country, provides more insight into each country’s success-to-failure rate per category.

3. The campaign is broken down into parent-category and further broken down into sub-categories, which allows us to analyze exactly what sub-category works best for a Crowdfunding campaign.

Some limitations of the dataset include a limited analysis of the different success rates with different types of currency within each country. Also, if the location was further broken down to the State or Region of each country, it could provide more insight into why the campaign was successful or not in that location.

A possible additional chart that could be used is a Pie chat to add visual aid to help understand why each category was successful, failed, or cancelled. Using Outcome as a Legend, you can filter and further dissect the different rates per subcategory.