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

The success of crowdfunding campaigning is largely variable and dependent on those who pledge, and the popularity of the project funded. Based on this data, more crowdfunding campaigns are successful. Theater and plays are the most prevalent categories, which lead there to be a peak in Crowdfunding.

o What are some limitations of this dataset?

There is no data provided on which projects bring in the most money after being launched, which could affect the success of the campaign by giving incentive to pledge. There is also no data on the wealth of those who pledged, which could also contribute to how successful a campaign was (seeing as wealthier people/companies have more money to donate).

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

A bar graph visualizing the Percent Funded would show how successful a campaign was, as some campaigns far surpassed their goal amount, and some had 0% percent success. A table visualizing the outcome of projects by parent category and by country could show the popularity/priority of projects according to geographical location. Tables showing the most successful categories/subcategories versus the most unsuccessful categories/subcategories and detailed data into each category/subcategory’s level of success.