1.Conclusions:

1) Most number of campaigns related to the entertainment industries such as theatre, music and films are launched through crowdfunding although the success to failure ratio is almost same across all categories. Journalism attracts least number of campaigns.

2) Plays are the most popular category in the entertainment industry for the crowd funding campaigns. Although world music and audio related campaigns are low in count but the success ratio is good for them.

3) Success rate for the campaigns launched during the months May to August ( summer months in most countries) is high.

2.Limitations:

1) The resource for the data is limited to few websites.

2) With the introduction of platforms like Instagram, influencers use their own private channels for fundraising which might not have been considered for the data.

3) Data collected is from the countries overall. Within the countries which campaigns are popular in the based on the states and provinces cannot be concluded from here.

4) The number of campaigns vary between the years

3.Other possible graphs:

1) Outcomes of the categories and subcategories based on the countries they are launched can be analysed using the pivot chart for the country column.

2) The country which contributes the most for the campaign can be analysed based on the sum of the contributions from the country using pivot table.

3) Using columns name and the outcome, the companies producing most successful campaigns can be studied.

4) Trend tables between combination of columns can be studied