The categories that performed the most crowdfunding campaigns really came from three categories of Theatre, Music, and Film & Video. We can tell this by looking at the category outcome Pivot Table. If you were to go one layer deeper, you would see that the subcategory of “Plays” vastly outnumbered all the other subcategories. This is probably due to the overlap between Theatre and Film & Video for that subcategory. Lastly, there is a minor uptick in failed crowdfunding campaigns from November through December and peaking in January. It’s possible that this is due to the higher spending on personal goods that happens around Christmas & carries over into the new year.

One of the biggest limitations of this dataset is that it has a sample that comes from all over the world. If it were focused on one country, then it would potentially be much easier to see trends surrounding cultural events / holidays. If there are countries where charity is a bigger focus, it might be pushing the successful crowdfunding campaign numbers higher. Likewise, some countries might put a bigger focus on certain categories. The United States might put a higher value on Film & Video, while the UK might put a higher value on Plays or another category.

Another possible table that would be helpful is one that shows Success rates based on length of the Crowdfunding campaigns. Adding another column that shows the time elapsed between the start of the campaign and its conclusion, you could analyze if longer campaigns are more successful. You can also remove outliers of campaigns that either ran extremely short or extremely long amounts of time.