Based on the data, we can draw some conclusions about crowdfunding campaigns:

* The majority of crowdfunding campaigns fall into the “theater” category, more specifically “plays,” which account for over a third of the total amount conducted in the time period.
* Crowdfunding campaigns are more successful than not, with 56.5% of the total amount in the time period reaching their goal.
* Crowdfunding campaigns are least likely to be successful in November, followed by a significant positive spike in December. This may have something to do with the timing of the holiday season and individuals prioritizing when to give to certain groups.

This dataset is somewhat limited due to the several factors – firstly, it provides little information on the locations and targets of these campaigns, which has a significant impact on the likelihood of success. While there are several categories tracked in this dataset, there would likely be other campaigns excluded from the list that don’t fall into one of the provided categories or may be ambiguous and fall into multiple categories. The approximate ten-year time period provides a solid sample size, but it may cause us to place too much of an emphasis on the early 2010’s when marketing and social media habits were very different than today. These are important tools that would be deployed regularly during these campaigns, so it is important to note recent trends. While we are able to calculate the average amount donated per backer, it would be helpful to have more detailed data on the exact amounts donated by each backer, as it is possible some of the successful campaigns were the result of just a few high-dollar donations.

It may also be helpful to create a chart that focuses on the “percent funded” figure for each category in order to analyze which projects tend to fall flat and if there are any that regularly come up just short. This could help groups do a more effective job in setting goals for various campaigns and predicting success before launch. The data could be displayed in the form of a clustered column bar graph, with one bar representing the goal and the subsequent bar next to it representing the percent funded. The graph could be filtered by category and/or time.

A simple pie chart displaying the average donation amount per category could also be interesting in determining which types of projects attract the most generous givers. This would suggest the types of projects these donors are often interested in, but it could also present an opportunity for those whose projects tend to be less successful to evaluate their target audience and potentially make changes to target those who tend to back projects.