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

* In the outcome per category sheet, even though theater has the most successful cases among all others, journalism has the highest successful rate.
* After digging deeper into the data in the sub-category, world music has the highest successful rate (exclude audio since it’s the only sub-category from Journalism). On the other hand, mobile games have the lowest successful rate of 30.8%.
* In the outcome by time per category, the successful rate after 2017 has been consistently higher than 60%, while the years prior to 2017 the successful rate usually at around 50%, except the year of 2014. In addition, if summarize all the data throughout the years, June and July have better successful rate compared to other months.

What are some limitations of this dataset?

* Average donation will transfer misleading information, without providing the real scenario of how much does the doner donate to each project.
* The macroeconomics change throughout the years can affect how the doner’s make the decision on donating to projects, which is not reflecting in the dataset. This may make the data become irrelevant.

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

* Tables and charts with calculated successful rate and failed rate for each category and sub-category for visualization would be helpful in terms of identifying the most and least funded categories.