1. Based on the data provided, three conclusions that we can draw are:
   1. Performance Art is the most common crowdfunding campaign type. This is based on the data showing that the most common crowdfunding campaign categories are for Theatre, Film and Video, and Music; and the most common crowdfunding sub-categories are Plays, Rock and Documentaries.
   2. Most crowdfunding campaigns are likely to be successful, based on the historical Successful Crowdfunding rate.
   3. To have the greatest chance of a successful crowdfunding campaign, the campaign should be launched in July or June as over 50% of campaigns launched then are successful, while August and December should be avoided as these months have the lowest success rate. The remainder of the year also falls below a 50% success rate.
2. This dataset is limited by the recency of data. There are no datasets from 2021, 2022 or 2023 two years, and very few from 2020/2019. This means that recent trends will not be considered.
3. Another table/graph that we could create is the category of campaign by year, and its outcome failure. This would let us see if there are any category trends, whether a campaign category type is likely to become more or less likely to have a successful outcome in the future.  
   Another table/graph we could create is a breakdown of the outcome by country and/or currency. This would provide insight into whether a campaign is likely to have a positive outcome if launched from particular countries.