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

The data provided illustrates the number of backers in both successful and failed campaigns across various categories over time and by country. These categories include a range of disciplines, including film, music, theater, as well as technology fields and journalism, among others.

Across all categories and regardless of the country, theater funding tends to attract the highest number of contributors, followed by music, film and video, while journalism experiences the lowest rate of participation. Journalism represents less than 5% of successful campaigns when compared to successful theater campaigns. Generally, it is observed that the number of failed campaigns represents 50% or more of their respective successful campaigns in each category.

Within these categories, the subcategory “plays” stands out with the highest number of contributions, whereas “world music” exhibits the lowest number of successful outcomes. For most of the categories, the number of successful campaigns across the subcategories falls below 25, while the “plays” subcategory shows almost 190 successful outcomes.

While most categories demonstrate a higher count of successful outcomes compared to failed ones, the failed outcome is still significantly high in all of them, comprising roughly half to three-quarters of successful outcomes across all categories.

Notable during the months of June and July, there appears to be a trend of increased successful outcomes.

Overall, while failed campaigns exhibit less variability in the number of backers, successful campaigns show a higher overall participation rate.

* **What are some limitations of this dataset?**
  + The currency shown varies between countries, and there is no conversion made to measure all of them based on the same currency, such as USD.
  + Some countries may be more interested in crowdfunding certain categories over others due to cultural, historical or technological influence. Therefore, comparing the crowdfunding numbers of different countries without considering these preferences can lead to incorrect interpretation.
* **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**
  + A table showing the percent funded based on the goal per category, the country and sub-categories can be included as filters.
  + The donation amount standardized across all countries (using USD as reference, for example) per category/subcategory and country.
  + A table displaying which countries are more likely to have successful campaigns compared to failed or canceled campaigns.