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

Upon analyzing the data, it is evident that most parent categories exhibit a relatively balanced distribution of successful and failed campaigns, except for technology, which notably saw increased success from 2010 to 2020. Throughout this period, campaigns consistently achieved more successes than failures. Particularly noteworthy is the near 100% success rate observed for campaigns with goal budgets ranging from $15,000 to $25,000 and $30,000 to $35,000. Moreover, 73% of the campaigns were companies based in the United States, with theatres/plays constituting the majority of these campaigns.

What are some limitations of this dataset?

Our understanding of the campaign backers, including their professions and affiliations with the campaign, remains largely incomplete. Additionally, we lack insights into the methods employed to advertise the campaign. Were backers actively seeking these campaigns on funding platforms, or were they exposed to them through social media channels? If so, which platforms were they utilizing? Acquiring this knowledge would enable us to devise more effective marketing strategies for these campaigns.

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

The assignment omitted the creation of a table illustrating the correlation between campaign duration and success/failure. A brief review of the original spreadsheet reveals that a significant portion of failed campaigns lasted less than a week, with some lasting only a day. Constructing a graph could potentially unveil the impact of campaign duration on success rates.

Furthermore, "Country" was incorporated as a filter on only one of our pivot carts. It would be advantageous to visualize success rates by country in a distinct graph to determine where to allocate resources more effectively. Additionally, we lack information regarding the location of donors, which could provide valuable insights for strategic planning.