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

From the pivot table which included data regarding the success of the campaigns in relation to the parent categories, we can see that the most frequently used campaigns were theatre, music and film/video. Across the graph, we can see that, in general, the success rates are higher than the rate of failure for almost all genres/types of campaigns. Another conclusion we can make is that , using data from the subcategories set in relation to success of crowdfunding campaigns, plays are the most frequently used subcategory for campaigning which aligns with how theatre was the most commonly used parent category. Using the pivot table which showed the campaigns throughout the course of the year, we see that the highest frequency of campaigns occurred during the peak of summer which is June and July and we see there is a general higher rate of success of campaigns in comparison to the failure of campaigns.

* What are some limitations of this dataset?

The sample size could have been larger as these values may have been subjected to a slight bias. It only goes up to 2020, meaning this data in more recent times, could be subjected to alternate methods of campaigning. The sizes of the campaigns varied as well. Some of these campaigns are raising significantly less amounts of money meaning that their goal is more attainable.

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

Pie chart to clearly demonstrate what percentage of each Parent category and subcategory. We could easily see the usage of the campaigns. But this would for example show that of all the successful campaigns, this percentage was due to X category. But a bar graph showing percentages of every category or subcategory would also be a great help. We could then clearly see what percentage of the campaigns for that type was. For example, showing that exactly 65% of this certain campaign was a failure.