From the Crowdfunding data we can draw three conclusions:

We can see that theater, music and film & video are the most successful among all the parent categories. The sub-category shows that plays, rock, and documentary were the most successful among them all. This could be seen from previous conclusion. The last conclusion we see is what months were most successful and they were the summer months of June and July.

Some other possible graphs can include the data from both categories and the months to see how each fared during the entire year. The insight they would provide is when to focus on certain categories on which specific dates that way no money is lost.