1. Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
2. What are some limitations of this dataset?
3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
4. Given the data of approximately 1000 entries of crowdfunding projects we can estimate that there is a success rate of 56.5% chance reaching their funding goal.

-The theatre campaign is the most popular entry which makes up 34% of the total crowd funding projects. It has a success rate slightly below average of 53% and unsurprisingly has the highest total of pledged donations.

-Technology has the highest chance of success (other than journalism) of reaching their funding goal. Technology has 64 successful campaigns and only 28 failed to reach their target.

-August has the lowest success rate and highest failure + cancellation rate of campaigns. It would be unwise to begin/end a crowdfunding campaign in August as shown in pivot table 3.

1. The dataset is limited by the determined goal and currency which can lead to some misconceptions. Crowdfunding campaigns that have a short time to reach their target (<7 days) are very likely to fail to reach their goal. Additionally, if the goal target is exceptionally high it will also be deemed unsuccessful even if they did raise a substantial amount of money. For example, Davis & Sons raised $159,405 USD in 7 days which is higher than any other campaign in the food industry but deemed as a failure due to its high target and short time frame. Additionally, the currency is also a factor as it varies from different countries and $1 in USD is different to $1 in AUD. So, it would be inaccurate to determine the highest amount pledged in totals unless there is a conversion formula.
2. A possible pivot table & chart that would only include the campaigns that have a run time by more than 7 days. The cancellation rate and failure rate would be far lower, and we would have a greater understanding of which projects are more suitable and be more realistic. Additionally, a pivot chart that filters by country would be insightful for several reasons. It could show a countries likeliness to pledge their goal, which category is most popular by country or where most crowd funding campaigns are created.