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

* Crowdfunding campaigns were successful for most categories, except for food and games. The average success rate for all categories was 60.9% while the average failure rate was 32.5%. The only categories that had less than 50% success rates were food and games, which also had some of the lowest numbers of backers compared to other categories. We can conclude that crowdfunding campaigns for food and games may not be worth the time and cost, but campaigns for all other categories have been successful and should keep being implemented.
* Diving deeper into the sub-categories, we can clearly see that plays had many more backers than other subcategories at 34.4% of the total market share, while the next runner up, rock, had only 8.5% of the total backers. With such a high number of backers and funding at a 54.4% success rate, crowdfunding campaigns for plays should keep being used.
* Audio and world music were the most successful sub-categories with 100% success rates, but only had 4 samples and 3 samples, respectively. This data suggests that these success rates are not statistically significant and more crowdfunding campaigns should be implemented until the sample sizes grow.

What are some limitations of this dataset?

* Some limitations of this dataset include lack of data and sample size. This dataset only has data for crowdfunding campaigns from seven countries, but data from more countries could help to better understand the geographical impact on campaigns. We also do not know which crowdfunding platforms were used for each campaign. As the number of available crowdfunding platforms increases each year, it becomes more important to have this data for comparison. Lastly, the lack of sample size for certain categories and sub-categories leads to statistical insignificance, so it would certainly help to increase the sample size.

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

* A table comparing outcomes based on the lengths of campaigns could help to understand the relationships between campaign length and success, if any.
* Tables comparing outcomes based on the total amounts pledged could provide additional information that is not covered when comparing outcomes with total number of backers. This could provide insight into whether campaigns were funded mostly by one person or company.
* Graphs and tables that exclude outliers could help us determine how much of an impact the outliers have on our data and whether we should include or exclude them from our dataset.