Written Analysis

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

Given the data, we can conclude that

* Within the parent categories, theatre, music and film & video have the highest number of campaigns; therefore, a higher value of successful campaigns.
* The sub-categories further identify the unique set of campaigns that are most popular; i.e. plays, rock music and documentaries.
* Lastly, the crowdfunding data analyzed with respect to time showcases that Projects created during the months of June and July have a higher rate of successful.

What are some limitations of this dataset?

1. The dataset does not identify the ratio or percentage of successful vs. failed campaigns within categories and sub-categories.
2. The countries and location do not provide us with significant details.

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

1. Pivot Table and Stacked Column Graph to showcase Parent categories AND sub-categories; as well as Success Rate of subcategories. Such a graph will help visualize the success of campaigns within parent categories.
2. Pivot Charts (Bar Graph) to showcase the rate of success for each category in different locations. This will visualize the popularity of a category/sub-category based on geographical location, thus identifying potential reasons for success/failure rates.