Analyzing the three Pivot tables and graphs that were constructed, here are three conclusions that can be derived:

1. The categories with the highest number of crowdfunding campaigns were Theatre, Film & Video, and Music.
2. The highest number of successful campaigns was in the “Plays” subcategory, but it also had the highest number of failed campaigns.
3. Using cumulative data from years 2010-2020, the total number of successful campaigns exceeded the number of failed campaigns and cancelled campaigns separately, regardless of month.

There are some limitations to this dataset if it were used to determine how to produce a successful campaign. Here are three limitations:

1. This data set has information such as “staff-picks” that may help increase the success of the campaign. But every campaign can be marketed differently. These metrics do not include if the campaigns were marketed externally from the platform. Was it marketed on different websites? In an online newsletter? Radio? Where and how aggressively were these campaigns marketed?
2. The success of the campaign can also depend on the demographics of their target backers? Would the target audience typically have the money to contribute to the campaign? Might be interesting to know the target audience.
3. There is a column for average donation amount, but the currency is not standardized to be able to accurately compare the numbers.

Here are three additional graphs that could be created to provide addition useful information:

1. A bar graph comparing the percent of campaign “successful/failed/canceled” for “staff\_pick-true/false” to help determine the effectiveness of “staff\_pick” on campaign success. Does the extra marketing of “staff\_pick-true” help campaigns meet their funding goals compared to “staff\_pick-false”?
2. A bar graph comparing the “backers\_count” vs “categories” and sort by “country”. This will give you an idea of what the backer population of different countries prefer to invest in. This can help determine where to market your campaign to have greater success.
3. A 100% stacked column graph of “outcome” by “sub-category” to analyze if certain subcategories have a higher rate of success.