There are three high level conclusions that can be made using the data provided in the Crowdfunding dataset. The first conclusion that can be drawn from creating a pivotTable that allows a comparison between parent categories and outcome of the campaign is which category has the greatest number of campaigns. Theater is by far the category in which there is the most campaigns by almost double the number of campaigns compared to any other category. Additionally, even though theater draws the most campaigns those campaigns are successful a below average number of times compared to the other categories (54% vs 61%). In contrast, the technology category does not have nearly as many campaigns as theater but that realm of crowdfunding is the most successful(at least 10 campaigns) at reaching the funding goal 67% of the time. Furthermore, the sub-category of the web based campaigns is the most successful sub category with at least 10 campaigns.

There are several possible limitations in the dataset, with perhaps the foremost being the source and the completeness of the data set. It is hard to tell is the source from one website on which crowd funding is performed or is it over several. This limitation may bias which types of campaigns are performed and how successful they are in being funded to their goal.

Some additional analysis that could have been performed is seeing how often the same campaign starters are successful or unsuccessful. This could help provide some further insights into what successful campaign starters do to be successful.