The crowdfunding table provides a detailed overview of different campaigns, including the names of campaigners, their goal and how much they have raised, as well as the outcome of their campaign, to name a few. The first pivot chart demonstrates the category of the crowdfunding campaigns and their outcomes, which can be filtered based on country.

Across all countries we can see that crowdfunding campaigns in the category of theater make up the largest proportion of the total campaigns, comprising 344 out of 1000. Theater also had the highest number of successful campaigns, followed by film & video, and music, respectively.

The second pivot chart shows the subcategory of the parent categories from the first pivot chart. It can clearly be seen that plays, a subcategory of theater, has the largest number of crowdfunding campaigns that were successful, failed or canceled.

From the third pivot chart, we can observe the outcomes of crowdfunding campaigns based on different times of the year. The pivot table as well as the line graph can be filtered based on year and the parental category of the campaign.

In general, the line graph shows that more successful campaigns were observed in the summer months, such as June and July. Most of the failed and canceled campaigns took place in January and August which might coincide with the temperatures being very cold, or hot, respectively. As an example, the theater category shows the highest success in the month of June and no cancelations in April or June.

One of the limitations of this dataset is that the sample size of certain categories is limited. For example, there were only 4 crowdfunding campaigns based on journalism compared to 344 in the category of theater. Although journalism was 100% successful, the sample size was too small to make this conclusion. Furthermore, the outcome of ‘live’ distorts the data because it provides uncertainty about the outcome.

A column that could be added to this table is the average amount donated in USD that would convert the different currencies to just one global currency.

Another way to demonstrate the data from the pivot tables would be to use a simple bar graph, which would also show the relationship between different categories.

This figure is a suggested graph for pivot chart one as the number of successful campaigns can be compared more easily. Similarly, this could be applied for the other pivot charts.