* **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**
  + Projects whose goal is between $15k and $35k have a higher success rate than other goals. This might indicate that people who pledge need to feel that the goal is not too low (why pledge to something when someone might come in and fund the entire project?) and not too high (people might not believe the goal is attainable). The middle point is where pledges occur because people believe that the project *could* happen but might not happen without their help.
  + Film, Theater, and Music make up 70% of all projects but don’t have a much higher success rate than other categories. Technology is the highest with 66% of its projects being successfully funded.
  + The time of year that the campaign is created doesn’t seem to impact success or failure in a large way, but starting in July is correlated with a slightly higher success rate.
* **What are some limitations of this dataset?**
  + It would be beneficial to understand the donation amounts for each backer (not just the average). This would give us insight into how much projects depend on larger donors, and which categories of campaigns people are willing to make larger donations to overall.
  + In addition to the amounts, it would be interesting to see when donations came in relative to the start and end dates of the campaign. This would allow us to see correlations between successful and unsuccessful campaigns and understand which projects might have been “saved” by larger donors, or simply had a consistent number of small donations throughout the life of the campaign.
* **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**
  + We could add a field that shows the length of each campaign, and chart a line graph to understand the success rate with regard to different campaign lengths.
  + We could generate a new table to show success rate by parent/sub category to understand which types of projects tend to be more successful.
  + We could create a bar chart that shows success rate relative to if projects were a staff pick or a “spotlight” project.