Given the information in this dataset, we can draw a few conclusions. We can tell which categories had the most campaigns, while also determining which ones were the most successful, and the least successful.

**Conclusions We Can Draw from the Data**

1. Looking at the “Outcome Per Category” datasheet, we can see that the most successful campaigns were included in the categories of *theater*, *film & video*, and *music*.
2. We can also see trends in the likelihood of certain goals being achieved. For example, reading the “Outcome Based on Goal” datasheet, the range of money to be raised that was most successful seemed to be between $15,000-$34,999, never dipping below an 79% success rate within that range. There were also no cancelations in that range. We can also observe that projects of over $50,000 had the lowest success rate at only 37%.
3. There was a significantly higher number of successful campaigns than failed campaigns. On average, a successful campaign had more than 250 backers per project than a failed campaign would.

**Some Limitations of this Dataset**

1. Although we can clearly see which categories were most successful, these same categories also had the highest number of failures. For example, in the “Outcome Per Category” Pivot Table, we can read that by far the most popular genre, *theater*, had 187 successful runs. However, it turned out that it also led the stat sheet in most failed campaigns at 132. Just for perspective, that is double the amount of the category with 2nd most fails, which is *music*, at 66. This trend seems to be consistent with the rest of the categories in this dataset.
2. When calculating the number of backers for each successful and failed project, the average number of backers and median number of backers are drastically different from each other, regardless of the outcome. This means that either the average or the median might not be the best measurement. A box-and-whisker-plot will also show that there are a few possible outliers, making the average seem like a less accurate number than the median.

**Other Tables/Graphs that Could be Used**

1. Although line graphs are handy in many situations, a pie-chart could be very useful for comparing results such as percentages.
2. I also added a box-and-whisker-plot to identify possible outliers in the numbers for the backers of each campaign.
3. Also, if we needed to see all the money in the form of one currency, such as USD, a conversion table would be very helpful.