- Question: Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  - Answer:
    - Plays are a very popular crowdfunding campaign subcategory. They make up about 34% of the campaigns.
    - Foos and Games seem to perform the worst among parent categories, with only a 50% success rate.
    - The best months to start a campaign is in April, June, July, or September given that campaigns that started in these months had the highest success rates. However, no month had a higher success rate than 64%.
- Question: What are some limitations of this dataset?
  - Answer:
    - The majority of the crowd funding campaigns are from the US. Is this accurate of all crowd funding campaigns? Or is this data biased?
    - We have no idea why these campaigns failed or succeeded, reasons beyond the dataset provided would help analysts generate better analysis.
    - Neither Staff Pick or the Spotlight columns have a detailed explanation, nor can they be directly inferred as to what they are.
    - There are multiple entries in the dataset that are under the same name and have similar category and sub categories. Are they same project but reworked? If so, how different? Are the same people working on multiple projects?
- Question: What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  - Answer:
    - I think adding box and whisker charts would be helpful in determining outliers. These charts would be helpful in determining whether or not the dataset has outliers, how many, and whether the dataset is skewed.
    - A table of year over year campaign creations would be a nice table to showcase. This table would showcase how the year over year growth or decline of campaign creations. This would allow us to see if campaigns are getting more/less popular or if the is growth/decline is immaterial.
    - Lastly, I think adding percentages to the Parent Category, Sub Category, and Timeline breakdowns would be beneficial. While we do have the counts of all the successes, failures, and cancelations, it would behoove us to create a percentage of the total. That way we can see more clearly how the months performed.