Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?

1. The majority of crowdfunding initiatives are successful
2. Theater is the most popular crowd funding category
3. Plays is the most popular crowd funding sub category

What are some limitations of this dataset?

* Different currencies make it difficult to truly understand the data due to the lack of standardization in the values
* Lack of further demographic data on location and backers; missing opportunity to develop deeper insights into behaviors and trends

What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

* *Average Donation* over time based on *Date Ended Conversion* (Line graph using *Date Ended Conversion* on X axis / Average donation on Y Axis)
* Cumulative *Pledged* over time based on *Date Ended Conversion* (Line graph using *Date Ended Conversion* on X axis / running total of *Pledged* on Y Axis)
* *Backers\_count* by *Country* broken out by *Parent Category* (Stacked Column)