Based on the given information, we can make the 3 conclusions that crowd funding is mostly used in the US, mostly used in the sub-category of plays, and that 56% of campaigns are successful. A limitation of the data is that we don’t have much information on the individuals that donated or any advertising/promotion that was done to solicit donations. This information could provide more insight into the outcome of a campaign. For example, if there were no advertising done and donations came solely from friends and family, then the success of a campaign would rely on the number of people that you know. Also, this data can be skewed for comparison because there is a large range of dollar amounts for the goals and the goals are also in different. The amount of the goal could be a factor in the outcome, as a lower goal could be quickly achieved with fewer donations. To further evaluate this, we could complete a line chart shows the average goal for each outcome and parent category.