Given the data provided, I have come to three conclusions regarding crowdfunding. First, the best time to launch a campaign are in the months of June and July. The success rate for all projects is ~57% on average however, in these two months they are ~64% and ~62% respectively. That is an increase of 5-7% which is a significant increase. Next, 34% of the crowdfunding market is comprised of theater projects so, there is a huge potential to get exposure for those type of projects. Lastly, the technology category comprises about 10% of the overall market however, out of all of the categories this one has the highest success rate which is ~66%. This high success rate suggests that the technology market could be underserved.

Some of the limitations with the dataset that may be helpful is knowing how many users are on the platform on a daily basis. There could be more entities interested in becoming a backer however, the campaigns that are available may not be of interest to them. Additionally, there could be information that is gathered regarding what the backers are seeking to invest in (like a suggestion box).

Lastly, other graphs that could be used are the relationship of campaign length and success. By knowing the relationship of campaign length and success one could derive whether there is any marginal benefit to having a longer campaign. Another useful graph would average users per day and how many pledges per day. When tying all of this together the combination of these graphs would provide more context into potential backers.