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

* Out of all the categories games had the highest failure rate with 58% of their test failing
* Journalism had the highest success rate out of all the other categories
* Plays were the most tested subcategory and were successful more than half the time.

1. What are some limitations of this dataset?

* They didn’t have an equal amount of test ran per category (ex. journalism was only tested four times.)
* There was a different amount of test ran each month
* Some test had more subcategories than others
* Each test was run for a different length of time
* Each test had a different budget
* Each test was run for a different reason
* Not all looking at the same audience
* Some tests were canceled before we could find out the outcome
* Each test had different goals

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

* A scatterplot to see if there is a trend between the number of backers and if they hit their goal or not
* Pivot table to see what test were run each month to see if some performed better depending on the time it was released
* Box and whiskers plot to see if there is any out liars or common trends