Conclusions:

1) Theater and Plays are the most common crowdfunding campaign.
2) There is a higher average & percentage of successful events.
3) The percentage of failed events between 15000 to 34999 was exceptionally low meaning there was a higher percentage of successful events with that goal amount.

Because the purpose of this data is to discover "the trick" for a successful campaign limitations of this data set could include that it is missing statistics on the donors. Examining trends among people that are willing to contribute can help organizers understand how to best reach their target audience. One limitation of this data set is that is doesn't include advertising methods. Where and how did organizers get information out about their crowdfunding projects. Another limitation is that the data does not indicate how donors found out about the project. This information could allow us to understand which advertising methods are the most successful and lead to more donations. The data set could also include income range of the donors. This will help organizers better understand who is more likely to donate and can help them to better reach their target. A factor that could be helpful is how much organizers spent on advertising and marketing. Does spending a certain amount yield more donations and in turn make the project more successful?