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

In general, the backers are more likely to donate towards campaigns whose central theme is in the arts category, which includes theater, movie making and music. The closest category next preferred by the donors is technology. Amongst the arts category, plays are the most popularly funded campaigns.

The largely successful campaigns had goals in the range of $15K to $35K. In general, more people engaged in successful campaigns during the second quarter.

* **What are some limitations of this dataset?**

The platforms where the campaigns were run is an important data to analyze for future campaign creators. Platform vs outreach or success rates are different types of studies that can be informative.

More detailed information on the backers in terms of whether they know the campaign originator personally or through social networks can instruct future campaign creators of where to market their campaigns for it to be successful.

The country’s GDP may be useful to analyze the success of past campaigns in those regions and be another outcome predictor. Payment systems can affect platform choice for campaigns and that data would be useful.

Having run a successful charitable campaign for our non-profit organization, it would have been nice to see data that categorized profit vs. not-for-profit campaigns.

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

It might be useful to focus on the average donation amount for the campaign categories to compare it with the participants and determine what kind of campaigns are funded by large contributors. There could also have been a country-based study to determine which geographic location was more likely to receive more donations. A study on the impact of the duration of a campaign to the donation amounts can inform the analyst as to how long an averagely successful campaign should run, setting expectations right at the onset.