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

One conclusion we can draw out is that out of all the different categories in this crowdfunding campaign, Theater projects had achieved the highest number of successful campaigns and/or raised the most. There could be multiple factors for this, but one factor could have been that theater projects usually have a very passionate audience willing to support & contribute because they’re emotionally appealing.

Another conclusion we can draw out is that this specific crowdfunding campaign had a very diverse number of backers & countries, with this campaign having around 7 countries in total. Crowdfunding platforms can provide an opportunity for creators to potentially reach backers that are all over the world, which breaks down the global barrier that most creators would face.

Crowdfunding campaigns have a number of outcomes, and those being either successful, failed, canceled or live. The success rate can differ based on factors like the effectiveness of the campaign & how it’s presented, the category that it belongs to and many more. It’s fairly common to see a mix of successful and non-successful campaigns across different categories, for example the category “Theater/Plays” had a total of 344 campaigns with 132 failed.

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

Some examples of limitations of this dataset are things like the different currencies or the amount of outliers there could be. Crowdfunding campaigns that have backers from all over the globe could encounter challenges with the different currencies or the exchange rate and that could present possible outliers. Another limitation is outliers, with the example above, because there is a mass amount of success with different countries, groups of peoples, overall a variety of backers, it could skew the statistics we are trying to present.

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

A possible table or graph we could create would be a scatter plot. The reason why is because we could compare the duration of the campaign with the success rate of the projects. The additional value it would provide is it would help creators find what the best duration for a campaign is without them overly extending the project. Alternatively, we could create a scatter plot to compare the duration of the campaign with the funding goal. This could help us understand how long it would take for a project to reach it’s funding goal.