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

* Campaigns seeking a goal of between $5000 and $9999 are equally likely to end successfully, unsuccessfully or be canceled.
* June and July are the best months to begin a campaign giving a target of 61 days. However, missing that mark by a day could leave you beginning your campaign in August, the worst month to start a campaign.
* Food Truck campaigns are as likely to fail as they are to succeed.

What are some limitations of this dataset?

The dataset is limited in many ways. It shows a small segment of the total number of campaigns ran during the period of time, a limited number of genres and subgenres, and it has limited data about the campaigns themselves. While it can provide some insight into goals, pledge levels and backer counts it does not offer any information about how the aesthetics, rewards and creator interaction impacted the success or failure of the campaign. It also does not provide a name for the campaign itself and the blurbs are almost completely non-informative of the campaign’s end product.

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

I think it would be a great asset to look at the percentage to goal of each campaign. If we look at that information across the categories and sub-categories, we could see how much capital is available in any of them. This could steer a new creator toward a stronger category for their campaign. Looking more in depth at the average donation could also give us an idea of where to set pledge levels to ensure the best chance of running a successful campaign.