* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
* 1.Looking at Data per Launch dates the end of June through July look to be the best points in time for a higher success rate in comparison to other months. While September would be the safest month to start with little risk for failure.
* 2.Theater / Film & video look to have the highest potential risk vs reward
* 3.Safest minimal risk for startup but with the smallest gain would be the music.
* What are some limitations of this dataset?

The data gives 0 context as to why some campaigns have succeeded compared to others that have failed. Another issue with this data set is that we have no information on if promises were kept from their initial Goals and if they were delivered. Subcategory is very limited we don’t know the types of products either all we have are titles of campaigns.

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

A Graph that shows the average pledge amount per backer in a campaign. Also, a Graph that shows the amount exceeding initial goal amounts. Another graph that would be very helpful would be one showing the number of backers per category / subcategory. The additional data provided would give us a better understanding of the number of backers a given campaign might attract based on its category.