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

Compared to campaigns that are not highlighted, ones listed in "staff picks" or "spotlight" are typically more successful. This demonstrates how a campaign can actually benefit from the platform's added attention.

Setting realistic goals will increase the likelihood of success.  
  
Success rates of campaigns differ depending on category. Technology projects, for instance, would require more funding but might also draw greater contributions, whereas art projects would be the opposite.

1. What are some limitations of this dataset?

* You can’t view trends over time, like seasonal changes for instance.
* Missing data could skew the data projections.
* Without demographics, it would be difficult to tailor marketing.
* The dataset only includes campaigns from one crowdfunding platform, the conclusions are not applicable to other platforms which might have different audiences.
* Categories are too broad, which complicates analysis.

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

* A bar chart displaying the percentage of the goal achieved to identify which categories tend to overachieve or underachieve.
* A frequency distribution showing the number of backers per campaign to reveal common backer support.
* A bar graph showing average donation amounts by country.
* A scatter plot or line graph relating campaign duration (difference between 'launched\_at' and 'deadline') to success rate.
* A line graph showing the number of campaigns launched or the total pledged amount over time to help track growth.

The mean considers all the values in the data set, giving you the total sum divided by the number of observations which provides a more accurate central location of the data points.

There seems to be more variability in the unsuccessful campaigns category; some of the reasons include the goal being unrealistic and never reached, and varied levels of completion.

Successful campaigns might exhibit less variability because: They likely have more realistic goals that align better with backer expectations, have more effective marketing, leading to a more consistent number of backers and are self-reinforcing, as campaigns that start successfully can gain momentum and visibility, attracting a steady flow of backers.