**Crowd funding analysis**

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + **First conclusion** – film & video, music, and theater seemed to have the most outcome
  + **Second conclusion** – the sub-category of plays had the most successful outcome
  + **Third conclusion** – outcome was most during the summer and beginning of winter which could be due to holidays
* What are some limitations of this dataset?
  + Besides the country, I do not see other locations (e.g., major cities) which would give me an idea as to whether external variables could be causing cancellations
    - Economic recessions could cause individuals to donate less or not donate at all
  + Does not consider other categories such as the sciences… what made them choose the categories that they did?
  + What positions did these individuals hold within their companies? And what industries were they coming from?
  + How were the backers chosen?
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + We could have plotted bar charts with parent category (and sub-catergory) versus average donation (based on country, i.e., currency) to see which categories received the most donations which could help focus efforts in the future more towards those categories
  + We could plot goal vs. pledge using a bar chart to see more clearly which individuals had a more difficult time to meet their goals