Challenge #1

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + August/September is a decline in productivity
  + Theater, Music, Film and Video drastically outperform are the most popular categories of funding
  + About 1 in 3 projects fail
* What are some limitations of this dataset?
  + What reason did project fail/cancel?
  + Where did the funding the come from? Is there a link between backers and success?
  + Relationship of date created to date ended
  + Who ended the project?
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + Number of backers by country to review patterns of countries with high/low backers in relation to success/failure
  + Number of backers by currency to review currency and trends of funding
  + Number of backers by date created to review if there were patterns worldwide around certain years/months
  + Outcome by goal amount to confirm if there is correlation between asking amount and failure
  + Outcome by country
  + Outcome by staff pick/spotlight. Is there a trend of influence?
  + Number of backers by parent category
  + Number of backers by subcategory