1. **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**
   * Much higher US-based backer rate based on currency
   * Donations tend to taper off towards the end of the year, two potential causes:
     + Decreased campaign activities/promotions
     + Priorities shift to holiday spending
   * Higher overall interest in Theater-related campaigns
2. **What are some limitations of this dataset?**
   * Unknown if product of successful campaigns were delivered, and if they satisfied the users
   * Unknown what percentage of backers are associated to campaign coordinators
   * Where are these campaigns based? If not all US-based, unknown if promotions within a given country had participants in other countries- currency may have been converted
   * Backer incentives unknown
   * Not certain what the staff\_pick and spotlight columns represent
3. **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**
   * Create a new column calculating the length of the campaign. Determine what range yields a higher chance for a successful outcome.
   * Cross reference successful projects with the time of year to determine if certain months trend higher interest in specific Categories/sub-categories. For example, are more people interested in food-related projects during colder months?
   * Categorize donation amounts and compare to currency or country. Determine which countries yield higher rates and/or amounts of donations.
   * May require a new column that converts currency to a single unit of measure for consistency