**Crowdfunding Analysis**

1. Based on the data provided, we can draw the following conclusions about crowdfunding campaigns.
2. While there are slight fluctuations among different categories, the cancellation rate is quite low for crowdfunding campaigns, suggesting that once a campaign is launched it will usually be seen through.
3. The raw numbers for successful projects are noticeably higher in across certain categories such as theater and music, however these categories also have a much larger sample size. When we look at the graph, we can observe that there is some variation in success rate across categories but broadly speaking technology and specifically web is the most successful category for crowdfunding campaigns.
4. From the graph August is the worst month to launch a crowdfunding campaign boasting the highest failure rate and lowest success rate overall. This comes after June and July which are on average some of the best months to launch a campaign.
5. Some limitations of this dataset are.
6. The funding goals are expressed across a range of currencies, so it is difficult to make accurate comparisons regarding the funding goals of different campaigns.
7. While we were given the duration of each individual campaign, we do not know when the successful campaigns hit their funding goals, so it is not possible to comment on the average time for successful projects to hit their goal.
8. Some other tables or graphs which might be worth looking at are.
9. A table which would examine the outcomes for campaigns which were staff picks or those which were spotlighted. It would be useful to know if this distinction influenced how successful a campaign was.
10. Graph looking at duration of campaign v success rate. It would be worth knowing if how long a campaign was up made it more or less likely to reach its goal. There are a lot of insights we may be able to glean from this, for example maybe some failed campaigns could have reached their goal if they were kept up longer.
11. Graph looking at goal v category. Are certain categories likely to have larger goals than others and is there any correlation between category/sub-category and the amount of funding a project is seeking.
12. Graph looking at category v number of backers. It would be useful to know if certain categories drew more interest/funding from backers compared to others.