1. Three conclusions we can draw about crowdfunding campaign are:
   * Theater and plays are the most common category and subcategory of crowdfunding
   * The Fall season is the slowest time of year for starting crowdfunding campaigns
   * The average campaign length is around 15 days
2. Some limitations of the dataset are:
   * It only looks at crowdfunding-specific data, excluding external factors that could lead to the efficacy of a campaign
   * It doesn’t break down individual donations to show the distribution of donation sizes to better understand whether campaigns were mostly funded by a few large individual donations or many small donations
   * We don’t know who the crowdfunding creator is. It’s possible a creator continuously uses crowdfunding to creator projects and therefore has more successful projects that could skew our data.
   * The dataset doesn’t normalize currency in USD, so we have a few different currencies listed that cannot be equivalated given the constantly changing value of currency over a ten-year period
   * We don’t know how/when the Staff Pick/Spotlight programs started. If they began half way through the ten-year period, we have to exclude projects prior to that mark to track the efficacy of either program
3. Other possible tables/graphs:
   * Count of crowdfunding campaigns started over a period of time broken down by categories and outcomes. It could inform us on trends on which crowdfunding usage of categories over time and whether there was a cyclical nature to the campaigns
   * A clustered bar chart that has total goal $ of campaigns over time and total $ pledged next to each other broken down by category/sub-category. This could help us see if the campaigns have become more ambitious over time as well as how much money ended up flowing through the platform to see how the platform has grown in scale
4. Median would be the better measure because it’s more symbolic of what is the most frequent number of backers and doesn’t let large backer numbers skew the number to a larger size than is realistic
5. There is more variability with successful campaigns, which makes sense because failed campaigns are more likely to skew towards a lower number of backers in general whereas successful campaigns could have any number of backers as a whole