1. *Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?*
   1. Subcategories Matter.
      1. Creative artists target crowdfunding campaigns. Theatrical Plays represent the most common subcategory of crowdfunding campaigns (34%), followed by Rock Music (9%) and Documentary Films (6%) while the only practical, functional campaigns to make the list of 24 subcategories are Food Trucks (5%) and Wearables (5%), both of which can also be creative and artistic.
      2. Television is the subcategory most often canceled (18%), followed by Photography Books (10%), and Food Trucks (9%). The highest success rate is from the following subcategories: World Music (100%), Journalism Audio (100%), and Web Technology (72%). The highest failure rate is from the following subcategories: Mobile Games (67%), Science Fiction Movies (64%), and Food Trucks (52% + 9% cancellation = 61% failure.)
      3. The most successful subcategory of the 6 music genres listed is World Music (100%) while Indie Music has the lowest success rate (51%). The most successful Film & Video subcategory is Animation (66%) versus Science Fiction (36%) which fails more often than it succeeds.
   2. Timing Matters: The most successful month to launch a campaign was July with 93 starts with a 62% success rate. The slowest month was September with only 73 campaigns; however, they also enjoyed a 62% success rate. August was the most challenging month to try crowdfunding with 84 attempts and 49% success.
   3. Goals Matter: Every campaign that targeted the range of $15,000 – $24,999 and $30,000 – $34,999 was successful. Further analysis would be required, but the sweet spot appears to be somewhere between $15,000 and $49,999 where the success rate ranges from 67% - 100%. Ironically, the only 2 campaign goal ranges with more failures than successes were just below and above this range. $10,000 - $14,999 had a 44% success rate and the lowest rate belongs to campaigns of $500,000 or more with only 37% success.
2. *What are some limitations of this dataset?*
   1. Descriptions: The Categories and Blurbs do not provide sufficient information to properly tell the story: Publishing/Radio & Podcasts only achieved a 50% success rate while every single Journalism/Audio campaign succeeded (100%), but the difference between the 2 categories is not evident. The blurbs are not always helpful either: Rodrigues, Johnson and Jackson wanted $6,500 for a “Digitized foreground array” for something related to either radio or podcasts.
   2. Investors: While we do know the amount pledged and how many backers pledged their support, we are only able to infer a mean average donation. We do not know if a campaign was successful because of a single source while everyone else only chipped in a token amount. This leaves us blind to the possibility of a single angel who may be obsessed with a particular director. We are vulnerable to a possibly invalid assumption that the general public is clamoring for yet another rendition of “Reverse-engineered bandwidth-monitored contingency” from the renowned Adams (Theater?) Group.
   3. Results: Though likely outside the scope of this dataset, I am eager to know which successful campaigns remain sustainable enterprises a year or more later.
3. *What are some other possible tables and/or graphs that we could create, and what additional value would they provide?*
   1. Outcomes based on Staff Pick. Does the Staff Pick suggest a campaign will succeed or fail? Does the Staff Pick suggest a high backer\_count? Do the staff tend to favor any particular category/subcategory, crowdfunding goal, or other?
   2. Outcomes based on Spotlight. Does the Spotlight suggest a campaign will succeed or fail? Does the Spotlight suggest a high backer\_count? Does the Spotlight tend to favor any particular category/subcategory, crowdfunding goal, time of the year, day of the week, campaign duration, or any other criteria?
   3. Outcomes based on length of campaign. Do shorter or longer campaigns tend to be more successful? What happens when we compare duration with Categories?
   4. Comparison of Crowdfunding Goal with Category/Subcategory. Which categories ask for how much money, and how likely are they to get that money?