

1. Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
 - a. Plays are the most actively-participated subcategory for crowdfunding
 - b. The graphs/visuals do not consider outliers
 - c. Summer appears to be the peak season for crowdfunding (May June July August), however, January is nearly as busy as the busiest month, July.
2. What are some limitations of this dataset?
 - a. The blurb for the product/service is vague. We don't have the clearest idea of what is being crowdfunded or what the donor may expect to get with a successful outcome.
This may impact our analysis of why some campaigns are more successful than others.
3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
 - a. More granular data: by separating each category into its subcategories we would have a better picture of outcome drivers.
 - b. Removing Plays would change the visuals drastically; having graphs available that take out the top subcategories to understand trends in a different way.