1. After reviewing data, the conclusions one can draw are the following:
   1. The more ambitious the goal, the less total projects that exist. The higher concentration of projects appears to be where the goals are set between 1000 and 9999.
   2. The most successful projects tend to be in the range of less than 1000.
   3. Theater is surprisingly the category with the most campaigns.
2. One of the limitations of the data as presented is that the user cannot dive down any deeper on any of these topics unless they build specific reports to view more detailed data. For instance, if a user is looking at the Plays category in the sub-category sheet, the user is unable to click into the bar itself and see more information. The user would likely have to go back to the raw data sheet and build a pivot to view any extra information about this specific line.
3. One could take the “outcome based on goals” one step further and break down by categories to identify why for instance a category like Plays has so many projects.