* **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**
  + All-in-all crowdfunding is a successful venture. Of those who made their fundraising goals with a total of $28,436,339 raised from 565 backer organizations. Even those who failed to meet their goals still brought in $12,200,146 from 362 backer organizations. Lastly, 56 organizations who canceled their events still brought in a combined $1,623,364 56 groups.
  + If you include lost events that are still ongoing, a total of $42,748,055 raised. This represents an overall 97% success rate.
  + On the face of the data, the theater is both the biggest draw and the biggest failure. Though there is insufficient information to determine why, as noted below.
* **What are some limitations of this dataset?**
  + I do not see any other variables associated with this data. Examples:
    - What plays worked?
    - What plays didn’t work?
    - When were the best times of the day for the plays (matinée, evenings)?
    - Did the same play work in multiple locations?
      * Operas in Italy, musicals in anglophone countries, etc.?
      * Or some other correlation?
    - Why were some of the other parent categories not pursued in other countries?
  + By doing this we can get from the overarching assumption to correlations (and confounding variables) and down into the granular level.
* **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**
  + While the number of outcomes (successful, failed, etc.) is interesting, I would also like to see the percentage of each outcome category against the whole. This would allow us to understand scale and size.
  + I would be interested in the cross-tabs using each of the variables above as well as those in the given data set. This would allow us to see how various variables are related to each other.