Given the provided data, what are three conclusions that we can draw about the crowdfunding campaigns?

* Out of the 1,000 campaigns, roughly 57% were successful
* The theater category ran the most campaigns and represented roughly 33% of all the successful campaigns
* Williams-Jones in the technology category exceeded their goal by 2339%, the highest Percent Funded campaign

What are some limitations of this dataset?

* Dataset doesn’t provide any background or context to understand the key drivers (positive or negative) behind the outcome
  + Period of time the campaign ran (days vs weeks vs months)
  + Amount of press or social media exposure the campaign received
  + Experience of the person running the campaign with crowdfunding process
  + Campaign reaching and motivating their target audience to pledge
  + Pledges received from deep pockets or everyday pockets
  + 1st time new campaign or repeated campaign using lessons learned from prior campaigns
  + If the campaign was repeated how did the pledges stack up against prior campaigns

What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

* Tables and graphs focusing on the last 5 years by Year with outcomes - this would allow you to see donation trends during 2019 (pre-covid) against 2020 to 2023 (covid and inflation)
  + - Were overall donation trends impacted by the different economic times?
      * Strong – low unemployment rates and stable consumer prices for everyday items

VS

* + - * Challenging – high unemployment rates and rising consumer prices for everyday items
    - Were overall donation trends impacted by the different political/social justice times the same or differently as economic times?
      * Instability

VS

* + - * Stability
  + Were donation trends by Category and Subcategory equally impacted or differently impacted by the different economic, political, and social justice times?
  + A table and graph focusing on the last 5 years by Year with outcomes
    - This would allow you to see donation trends during pre-covid/strong economic times against covid/economic challenging times
      * Russia invasion of Ukraine
        + impact on gas prices
      * Supply chain shortages, transportation issues, and inflation
        + impact on manufacturing cost of goods pushed to consumer through higher prices
        + Political and social justices (instability vs stability)
        + Political and social justices (instability vs stability)