* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + ‘Theater’ is the most popular category of campaign.
  + Although Journalism had a 100% success rate it was also the least popular type of campaign (4 campaigns total).
  + Campaigns that launched in June or July had a greater success rate than campaigns that started during the rest of the year.
* What are some limitations of this dataset?
  + We need more crowdfunding data sources other than just Kickstarter and IndieGoGo. The more variety we have, the better insights we can draw from the data.
  + The sample size of the data is very small and does not have all possible category and subcategory types from all crowdfunding site(s). Given that the sample size is so small some of the results are probably too small to be of any relevant use in our reporting.
  + Dataset has outliers for both successful and failed campaigns.
  + We don’t know why some campaigns were cancelled or unsuccessful (wrong target audience? Too high/low goal amount? Etc.).
  + It would be very hard to use historical data to predict whether a campaign would be successful or not.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + Both the launched\_at and deadline columns include time so it would be interesting to see if launching at a particular time of day has an impact on the success or failure rate
  + The length of time a campaign is live may or may not impact the success rate of a campaign. (eg: do campaigns lasting 3 weeks have a higher success rate than ones lasting 6 weeks)
  + Goal vs pledged. It’s already obvious if pledged >= goal and unsuccessful if pledge < goal, and Kickstarter says they are an ‘all or nothing’ site but does the data support that claim?
  + Outlier testing along with excluding said outliers in graphs and tables
  + Current dataset has multiple countries and currencies. Create a new graph and table to compare just USA/USD projects success and failure rates to one another, repeat for other countries.