* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  1. Theatre has the highest number of successful outcomes but also has highest number of failed and canceled outcomes.
  2. The Technology parent category has the highest successful outcome rate. (67%)
  3. Overall, June and July had the highest number of successful outcomes.
* What are some limitations of this dataset?
  1. How were the goals established?
  2. Who established the goals?
  3. How were deadlines established?
  4. Is the goal relevant to the backer count ?
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  1. Create a date difference between the *launch date* and *deadline* and compare to *outcome* to see if time had anything to do with successful / failed outcomes.
  2. Create a graph comparing goal vs success rate. This would give us an idea if goals were set to high.