* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + Firstly, that it seems that if I wanted to start a crowdfunding campaign, I would investigate fields such as film&video, music, and theater. This is because they have the highest number of successful campaigns. However, it it is important that these fields are very volatile and have high fail chance as well.
  + Secondly, a deeper dive into the sub-categories, reveals that plays have a high number of campaigns with 187 being successful and 132 being failed. This may be due to plays often being passion projects with strong community members who want to see a well-developed play.
  + Thirdly, it maybe worth mentioning that a high number of successful campaigns occurred during the month of July, as seen in the line chart. There may be some underlying reasons as to why that month in particular had so many successes.
* What are some limitations of this dataset?
  + One limitation would be that there is a lack of context for this data. There are many factors that can lead to success or failure such as: economic conditions, marketing efforts, etc.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + I think it would be interesting to have a map visual, since we have data on countries. Having a map would allow users to easily see location, success or failure, and type of category that the campaign was involved with.
* Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?
  + Successful campaigns demonstrated higher variance, standard deviation, and averages in backer count. This means that there is more spread, or more variable, in the data for successful campaigns. Successful campaigns can have either low or high backer count as seen in the variance scores. The higher mean makes sense because the more backers you have, the more likely the campaign will be successful. Furthermore, successful campaigns with low backer count must have hidden implications as to why they were successful despite the low count. For example, the campaign could have had good marketing.