Conclusions we can draw about crowdfunding campaigns.

1. Crowdfunding campaigns were the most successful in July.
2. The plays subcategory had the most campaigns and most successes.
3. The theater parent category campaign had the most campaigns and successes.

The limitations of this data include monitoring the level of success for campaigns and looking at length of campaigns in comparison to success rates.

I would create a graph comparing outcomes and the length of the campaign, to see that relationship. I would also create a pivotchart showing the average donation against time, so you can see when pledgers give more. I would also do a pivotchart by percent funded and category, which will show which categories receive the most money.