1. Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
   1. The average success rate of a crowdfunding campaign is 57%
   2. Journalism campaigns have a 100% success rate, but only 4 have been launched (meaning this success rate should be taken with a grain of salt, given the limited sample size)
   3. Theatre campaigns (specifically Plays) are the most common category/subcategory of campaigns – they make up ~ 1/3 of the total sample size
   4. Film & Video campaigns are the 2nd most common campaign and have a slightly higher success rate than Theatre campaigns
2. What are some limitations of this dataset?
   1. ‘Goal’ and ‘Pledged’ columns are in different currencies (USD, CAD etc). Recommend adding a converted to USD column to make things comparable – exchange rates can materially change stories
   2. Size of data set is 1000 rows, which may or may not be an accurate representation of the population
3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
   1. A chart or graph to show trends by year (of each campaign’s category / outcome) – this will allow us to uncover pockets that are growing/becoming more successful over time, and also what campaigns has become less successful/uncommon over time
   2. A chart or graph to show how percent funded correlates (if at all) with campaign outcome – this will tell us if percent funded is an indicator of future campaign performance
   3. A chart of graph to show how # of backers funded correlates (if at all) with campaign outcome – this will tell us if # of backers is an indicator of future campaign performance