1. **Given the provided data, what are three conclusions we can draw about crowdfunding campaigns?**

Conclusion 1: The parent category “Theater” is the most popular type of crowdfunding campaign with the highest number of successful and total campaigns.

Conclusion 2: The sub-category “Plays” is the most popular type of crowdfunding campaign, with the highest number of successful and total campaigns.

Conclusion 3: Campaigns seem to have a better chance of succeeding if started in the summer (June/July)

1. **What are some limitations of this dataset?**

It’s not clear if this dataset contains all campaign information from the years provided, so any conclusions drawn about outcome vs. time of year and/or campaign categories could be inaccurate. It’s also not clear if this sample of 1,000 projects is a random sample or not. If not, the data could biased. The dataset only provides the total number of backers and total amount pledged, so our average donation information could be skewed if projects included very large donations from a small number of backers.

1. **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**

We could also create a pivot table and corresponding graph to look at the percentage of successful and of failed campaigns compared to the total number of campaigns by category. This could help us see if any of the categories might be more likely to succeed than others.

I’d also be interested in looking at the number of backers for each campaign compared with the campaign category & sub-category, to see if different types of campaigns attract more support.