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

* Campaigns in categories focused on the arts are the most common in the data set with theater (344 campaigns), film & video (178 campaigns), and music (175 campaigns) making up the 3 most common campaign categories.
* There doesn’t appear to be a strong correlation between the date a campaign was launched and its outcome, as the count of successful outcomes rises and falls over time. The years with significantly lower rates of successful campaigns were also the years with a smaller number of projects, which may explain the variance better than the launch date.
* All but two categories had a success rate greater than 50%, which means that new campaigns are more likely than not to succeed!

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

One limitation of this dataset is that it doesn’t provide any information about how campaigns were promoted by their creators. This could have a much larger impact on whether or not a project is successful than things like launch date. This dataset also includes only a small subset of campaigns from each year, so it could be missing categories and subcategories, and may not be generalizable to ALL crowdfunding campains.

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

I think a graph of the percentage for each outcome by category and overall could be more helpful than the graphs of the counts of each outcome. This is because categories could have similar success rates with a big gap in the count of campaigns. We can see this on the Outcomes by Category and Outcomes by Subcategory graphs, which make it look like theater projects and plays are the most successful, when really, they just have more projects.

Another table and graph that could provide helpful information would be to compare outcomes with whether or not the project was promoted on the platform as a staff pick or spotlight project. This would help us determine whether these internal boosts actually have an impact on the outcome of a project.