**Excel Challenge Questions**

1. Crowdfunding has a 57.3% success rate
2. Limitations to the dataset is mainly any kind of demographic information of the backers
3. Could drill down into specific quarters or seasons of the year to determine which times of year are more successful for specific categories. Would become the basis for a predictive algorithm for a possible Crowdfunding AI solution to suggest different types of crowdfunding based on demand and success rate for that specific season/quarter of the year.