* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + Popularity: Theater is the most popular type of campaign with 344 total campaigns. Fil & video is 2nd with 178 and music is 3rd with 175.
  + Canceled and failed campaigns are proportional to the total amount of that subcategory. Plays is the biggest sub category and it also has the most number of failed and cancelled campaigns.
  + Early summer seems to be a better time to launch a campaign. June and July have the most number of successful campaigns.
* What are some limitations of this dataset?
  + Average donation is not a real value and doesn’t give any real information. Without knowing what percentage of the total a given donor gave there is no way of knowing how much money people were giving to the campaign.
  + The sub categories and blub are not granular enough to really understand what a campaign is about. Without knowing more, we have no way of tracking donor interest or inversely, what made people want to contribute to a given campaign
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + If we added a column called “audience” we could start to understand who is donating. This would help future marketing and future projects.
    - From there we could track which audiences led to the most successful campaigns
    - Creating a table that collets data on the donor, linking it to the campaign which provide us with granular data such as a breakdown of weighted average donation.