1. Three conclusions that can be drawn from the given data is:

* Most crowdfunding campaigns end up being successful.
* Most successful campaigns are to do with films and entertainment – show business.
* Most successful campaigns are in the US.

1. The limitations of the data:

* The demographics of backers are not available
* Also, not sure what the blurb means or what information it should provide.
* Doesn’t say which project brings in the most money

1. Percentage funding compared with staff\_pick and spotlight, total contributions to run the campaign compared to what was earned, where the campaigns were run - digital, physical, etc.