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.
* Most successful campaigns are in the US.

1. The demographics of backers are not available. Also, not sure what the blurb means or what information it should provide.
2. 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.