**Analysis**

1. The three conclusions that can be drawn from the provided data are:

* The top three categories of crowdfunding campaigns are theatre, film and video and music. The most campaigns created are in the category of theatre more specifically plays. The campaigns in this category were most successful but many campaigns also failed.
* Overall, crowdfunding campaigns have more success than failure. Over time, the count of successful campaigns fluctuates with a peak in July. Also, the success of crowdfunding campaigns has dropped in December compared with January.
* The most successful campaigns with close to or equal to 100% success rate have goals that range between $15,000 and $34,999. Campaigns with a goal range of $1,000 to $14,999 and greater than or equal to $50,000 had a higher number of campaigns fail than succeed.

1. Some limitations of this dataset are:

* A larger sample size is needed to get an accurate percentage of the outcome of projects by category. For example, projects with a goal of 1000 to 4999 have a total of 231 projects while projects with a goal of 2000 to 24999 have a total of 7. All 7 were successful making the percentage 100%.

1. Some possible graphs and/or tables:

* Part of the success of these campaigns are the people who donate. Creating a graph showing the median or mean age that contribute to projects in each category can help organisations target their campaign towards certain demographics.
* The crowdfunding campaigns usually offer rewards to the backers. Backers may choose a reward when pledging or they can opt out of a reward. Understanding the types of rewards offered by the successful projects compared with the unsuccessful projects to see if there is a correlation between the rewards offered and the outcome of a project.

1. Justification:

The calculated mean value of the number of backers of a campaign with a successful outcome is 851.15 compared with 585.62 for campaigns with an unsuccessful outcome. Similarly, the median for the number of backers of campaigns with an unsuccessful outcome is 201 compared to 114.5 for an unsuccessful outcome. There is a large difference between the mean and median values suggesting that the data is not normally distributed. In this case where data is not normally distributed, the median value best summarises the data.