1. Given the provided data, what are three conclusions we can draw about crowdfunding campaigns?
   1. Approximately half of them are successful.
   2. On average, successful crowdfunding campaigns generate double their intended goal.
   3. Crowdfunding campaigns are most common in the country ‘US’.
2. What are some limitations of this dataset?

The dataset does not indicate how much marketing went into each campaign, or how likely a campaign is to succeed by category or subcategory. It also does not define the criteria in which the staff pick would be true, false.

1. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
   1. You could create a table by Parent Category that compares the average Goal to the average Pledge to see how likely it is to be successful.
   2. You can calculate the number of days a campaign was live and determine the average number of days it would take for a campaign to be successful by Parent Category.