* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?

Campaigns started in June/July have an above average chance of succeeding.

The theater category is the most popular campaign for crowdfunding but is below average for succeeding.

Certain categories perform above average depending on when they launch. While the film and video category having a successful campaign is on par with most categories at ~57%, if the project is launched in August this goes up to ~80%.

* What are some limitations of this dataset?

Certain categories and sub-categories have limited data so their results cannot be used to extract meaningful data outside of the fact that they are not popular.

* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

We could create a table that accounts for the number of backers as well as the average amount donated. This would give project organizers an idea of how much attention they need to garner in order for their project to succeed. This may also give them insight into which demographic to target based on the size of the donation they’re looking for.

**Statistical Analysis**

* Use your data to determine whether the mean or the median better summarizes the data.

I believe that the median would better summarize the data. The data has a high variance so using the mean would give a skewed perception of the backers for a successful or failed campaign.

* Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

The data shows that there is more variability for successful campaigns. I would have assumed that there would have been more for unsuccessful campaigns because some of them received no backers at all. However, the successful campaigns have varying goals which were all met so it would make sense that it would have more variance.