* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns
* What are some limitations of this dataset?
* What are some other possible tables and/or/ graphs that we could create, and what additional value would they provide?

From the provided data, we can see that the top three category for crowdfunding are under: theater, film& video, and music. The subcategory, theater plays, holds around 3 times more crowdfunding than the next highest subcategory rock music. The data also shows that crowdfunding campaigns are only successful a little bit above 50% of the time, with the other half being cancelled or being a failure. Lastly, we can see from the pivot chart that around summer months (May to July), that there is a spike in successful crowdfunding. In the month of August, there is also a steep drop-off in successful crowd fundings.

List of limitations:

* Method of raising money not shown (crowdfunding website, in-person, etc)
* Marketing for the campaign (no data on how the crowdfunding was found to relate to the success or fail of campaign)
* Average age of donors (to have a better target for next campaigns)

If the data showed the method of raising money, it would be helping future campaign see that how it need to be set up to accept funds from donors. By collecting the marketing strategy (ways of advertising event) will also show how it will raise awareness on the crowdfunding event. By having the average age of the donor, it can help the crowdfunding organizers better target the donors to get more donations.

Statistical Analysis

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

The mean will better summarize the data, this is because the goal of the crowdfunding will vary in size, having the median will only show us the middle value of the backers, whereas the mean will show us the average number of backers for a crowdfunding campaign.

There is more variability with successful campaigns. This is because there are more successful campaigns than failed campaigns. With more values and data for the successful campaigns, there will be a larger variance in the successful campaign data.