**Module One**

* **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**
* Based on the pivot table and pivot chart provided in “Analysis 1”, the categories of Music, and Film & Video are the most popular project categories, whilst Photography and Food are the least popular
* Based on the pivot table and chart provided in “Analysis 3”, more projects are created at the beginning of the year, and during the Summer months.
* Based on the table provided in the “Statistical Analysis” on average successful projects have more backers than failed projects.
* **What are some limitations of this dataset?**
* I believe a limitation of the dataset is the sample being unevenly distributed. For example, the data set only contains 10 projects with a funding goal of $15,000.00 to $19,000.00. Every single one of these projects were successful, which would falsely lead us to believe that projects within a range of $15,000.00 to $19,000.00 have a 100% success rate.
* Another limitation of the dataset is all of the profit/loss values not being in the same currency. Because of this, we cannot compare how relatively successful each project has been
* **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**
* A table comparing country, category, and outcome may be helpful in further understanding this dataset. Such a table would allow us to comprehend which categories receive the most support in what countries.
* A table comparing staff pick, number of backers,and outcome may be helpful in understanding whether a project being a “staff pick” accurately represents it´s popularity amongst site users, and whether it affects the final outcome of a project.

**Statistical Analysis.**

* I believe the mean more accurately summarizes the data due to the fact that it is directly related to the total sample size, whereas the median is not.
* There would be more variability in successful campaigns. This is indicated in the table included in the “Statistical Analysis”, where the variance in backers for successful campaigns is 1606216.6, and the variance for failed campaigns is 924113.45. Conceptually, I believe this is due to the fact that failed campaigns have a limited range, from receiving zero funding up to right under their funding goal, whereas successful campaigns have no upper limit to how successful they can be, allowing for more variance in the values.