**Written Report (20 points)**

* Presents a cohesive written analysis that:
  + Draws three conclusions from the data (10 points)
  + States limitations of the dataset and suggestions for additional tables of graph (10 points)

1. Conclusion: 15000 to 34999 was most likely to end up funded, with both lower and higher goals dropping off in chances of funding.
2. Conclusion: Campaigns launched during June and July were much more likely to be successful, with campaigns around the “holiday months” at the end of the year being far less likely to succeed, possibly due to the influence of extra spending during these months
3. Conclusion: More niche campaigns, such as journalism, photography, and technology, are slightly more likely to be funded, possibly due to oversaturation in other categories.

Limitations: Only 1000 campaigns; some are still live, so their data is incomplete; we don’t have information about the publicity conducted for each campaign, including social media activity and level of fame associated with the launchers.

Additional tables: In addition to the tables we have created, I believe that tables or charts comparing the percentage of successful campaigns that were featured as Spotlights or Staff Picks would also be helpful, as well as comparing chances of success with average donation by category. This would help campaigns assign backer levels and rewards based on how much people tend to donate for similar campaigns.

* A brief and compelling justification of whether the mean or median better summarizes the data (5 points)

Reasons why mean is better: For this data set, mean is a more useful summarization of the data. Since we are looking at both successful and failed campaigns, this gives us a better idea of how many backers are actually needed to result in a successful campaign, across all categories. While many campaigns would be successful with numbers closer to the medians, the chances of a successful funding is much higher if a campaign meets or exceeds the mean.