**Week 1 – Challenge #1 - Crowdfunding Analysis**

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

The highest project categories include entertainment, such as film and video, music, and theater, with plays (a sub-category for theater) receiving the highest number of successful goals. However, because plays have the most resources, they also have the highest number of failed goals. The numbers between both successful and failed almost break evenly.

Crowdfunding campaigns are most successful during the summer months, specifically with the projects of plays, possibly due to warmer weather and many students being on summer break. This is also when families tend to spend a lot of time doing more activities together. The resources funding the projects seem to know this trend during these months. However, I would believe that the numbers are skewed somehow because people usually spend most of their time outside during the summer months, rather than being inside watching a play.

The goals for the organizations between $1000 and $4,999 and $15,000 and $49,999 had nearly the most successful percentage rate.

* What are some limitations of this dataset?

After spot checking a few of the organizations, most have only contributed once. Because of the lack of information, it would be difficult to analyze a *trend* for each organization to determine if goal amounts need to be adjusted so there are less “failed” goals.

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

I believe a scatter or static graph would be useful to show how skewed the data is.

**Week 1 – Challenge #1 - Statistical Analysis**

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

The mean and median of both successful and unsuccessful goals were substantially different from one another. The use of this data helped me validate my initial thought of the data being skewed in some way.

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