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

* ACCORDING TO THE INFORMATION BASED OFF FUNDING GOALS CAMPAIGNS WITH LOWER GOALS MIGHTHAVE HIGHER SUCCESS RATES.
* IMPACT OF MARKETING: PROMOTIONAL AND STRATIGIC MARKETING CONTRIBUTES TO CAMPAIGN PERFORMNCE.
* TRENDS ANALYSIS: IDENTIFYING AND SATYING UP TO DATE ON TRENDS THAT ASSIST WITH TRACTION FOR THE CAMPAIGN.
  1. What are some limitations of this dataset?
* Some limitations include lack of demographic data on backers and biases on campaigns that have been included.

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

* The mean is significantly higher than the median for both successful and unsuccessful campaigns, which suggests that the data is skewed likely due to a few campaigns with a very high number of backers.
* Since the median is closer to most of the data (based on the large difference between the mean and median), it might better summarize the typical number of backers for both campaign types.

* 3) What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
* A pie chart or bar chart that breaks down campaign success rates by project category (e.g., music, technology, theater).
* **Value**: This would show which categories of campaigns tend to succeed or fail more often. Creators could use this information to identify trends in the types of projects backers are more likely to support.
* 5)Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not? The **variance** and **standard deviation** are higher for **successful campaigns** than for unsuccessful ones, indicating more variability in the number of backers for successful campaigns.
* This makes sense because successful campaigns may have a wider range of success (some may just meet their goal, while others might greatly exceed it), leading to more variability in the number of backers. Unsuccessful campaigns attract fewer backers overall and exhibit less variation.