**Conclusions**

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

* The outcome by category graph below shows that theater has the most successful and the most failed projects, while journalism seems to be 100% successful with the fewest number of projects.

Outcome by Category

* As shown in the graph below, plays seem to have the most successful as well as the most failed crowdfunding campaign initiatives, whereas world music appears to have a 100% success rate with the least number of projects per sub-category. Furthermore, Audio also has a 100% success rate with the second fewest number of projects.
* Outcome by sub-category
* When we analyze the success and failure rates by month (as shown below), we see that while July has the highest success rate, January has the biggest number of unsuccessful/failed crowdfunding campaign projects. Thus, people appeared to donate more during summer than winter.

Outcome by month

* In general, the majority of crowdfunding project campaigns appeared to be successful.

1. **What are some limitations of this dataset?**

* The crowdfunding dataset provided does not include the most recent years.
* The dataset also does not include any information regarding backers' incentives (what motivates them to donate) or what they might receive in return.
* The dataset also does not include more details about each campaign project's 'Blurb', which could be essential in attracting backers.
* Furthermore, the provided dataset did not use comparable currencies across countries, making it difficult to draw meaningful conclusions.
* Last but not least, the dataset also doesn’t provide any information about the project owners investment and professional experience since it plays a very important role in attracting donors.

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

* A table or bar graph displaying the percentage of successful and failed campaigns among all campaign projects. This will determine whether crowdfunding project campaigns are successful or unsuccessful in general
* Table/graph that illustrates the success or failure rate of each campaign category/sub-category by nation, indicating how successful/unsuccessful crowdfunding campaigns are in different countries.

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

* Given the available data, the median seems to provide a more accurate summary of the data than the mean since it shows that there are outliers in the data. The data is also skewed as the mean is much greater than the median.

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

* As per the data analysis it is obvious that there is more variability with successful than unsuccessful initiatives.