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

* The three most popular categories to start crowd funding project in most countries are Film & Video, Music and Theatre with Theatre being far more popular than the other two. In GB, the three categories are equally popular.
* The middle of the year seems to result in more successful outcomes for crowdfunding projects.
* In all countries plays are the most frequently started campaign.

1. What are some limitations of this dataset?

* ¾ of the data is from America so heavily skewed for projects in that country.
* The description doesn’t seem complete or relevant to the categories used, so can’t look at more detail to differentiate between successful and failed projects.
* The # of backers and average donation could be skewed by either angel investors or passionate individuals who donate large amounts. It would be good to know the mode and median pledge amount for each kind of project.

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

* A table that shows the rate of success for each of the Categories and Sub-Categories, to see what kind of projects are the most successful
* A graph that shows the length between launch and deadline dates of successful projects with the average indicated on the graph so that one could see how long they can expect the campaign to run for. A similar graph for failed projects could maybe highlight how long the

Bonus Statistical

Determine whether the mean or the median summarises the data more meaningfully.

I believe that the median is a better indicator of the number of backers because the mean can be skewed. In the case of successful campaigns there will be outliers for campaigns that have gone gangbusters. Additionally for failed campaigns there will be instances where a lot of backers are reached but the campaign still fails and these instances will be outliers.

Determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?