**Module 1 Challenge**

**Q1 - Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?  
A1: Theater events are mostly successful showing 187 total successful events which is 85 total successful events higher than the next closest crowdfunding event.   
A2: There is a 61% Mean Success Rate compared to a Mean Failure Rate at 32% for all generated Parent Categories.  
A3: Audio and World Music show a 100% Success Rate but only account for 7 combined crowd funded events. Having more of those types of crowd funded events could benefit the overall success rate.**

**Q2 - What are some limitations of this dataset?  
A1: Broad date ranges. Drilling down to see the over/under differences could really help with tracking crowdfunded events. A dashboard on this would add value to see data on that level.**

**Q3 - What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**

**A1: We could create an analysis like the crowdfunding goal analysis but based on parent category to see trends in success compared to failure %.   
A2: We could also drilldown to week number to get a glimpse of what’s happening on WoW trends.  
  
Use your data to determine whether the mean or the median better summarizes the data.**

**- I believe the Mean better summarizes the data because the Median is giving me very limited info pertaining to the whole set of data where the Mean is giving me an average of all the data put together.  
  
Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**

**- Visually, there is more variability in unsuccessful campaigns due to more outliers being separated high and low from the mean, however due to successful campaigns statistically overwhelming unsuccessful campaigns especially with a goal from 1000 to 4999, variability shows higher in successful campaigns than unsuccessful.**