1. Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
2. Successful campaigns generally have more backers (approximately 45% more).
3. Campaigns with a goal between $1,000 - $4,999 have a success rate almost 30 percentage points higher than those with a goal of $5000 - $9,999 (83% vs 52%).
4. Campaigns launched in June and July have a significantly higher chance of success than ones launched in the remainder of the year.
5. What are some limitations of this dataset?

While the raw “count of outcome” has some usefulness, it doesn’t lend itself to intuitive conclusions based upon a percentage of successful/failed/canceled projects when comparing categories. We have graphs for comparing percentages based on the fundraising goal, but that’s it. All we can do with the current dataset when comparting based on categories is to “guesstimate” which categories have a higher percentage of successful projects based on the size of the bars in the pivot tables.

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

A “Pie of Pie” graph sorted by Category in the main Pie and Success/Failed/Canceled in the Sub-Pie. This would highlight not only which categories are most common, but the relationship between the different categories and their success rate. We could also use individual Pie charts to accomplish the same thing.

We could also create a bell curve of successful and unsuccessful projects and the number of backers for each to better assess the data we have.

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

There is more variability in unsuccessful campaigns. This makes sense because the successful projects all tend to have a large amount of backers, while unsuccessful campaigns could either fall just short with a large number of backers or fail because they have very few.

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

The median values for both successful and failed projects are too low to give an accurate picture of what might be required for a successful project, while the mean values for successful and failed projects better reflect potential goals that a potential project lead might set.