**Module 1 Report**

* + **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**
    - Out of 1000 total campaigns, most were successful according to campaign data. 57% of all campaigns were a success.
    - Most campaigns conducted were in the theater category.
    - When filtering by Years, the campaign outcomes appear to be spread across Years.
    - Live outcome data was 1.4%.
  + **What are some limitations of this dataset?**

We’re only viewing a sample of 1000.

Of the available fields of data, none are detailed enough for to understand the drivers of success or failure. For example, *Spotlight*, *Staff Pick, Live (w/i outcomes)* are not explained.

The data displayed in the *goal* and the *pledged* fields have multiple currencies. There was no normalization of currency to understand Total pledged vs goal across campaigns.

* + **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**
  + We could sort the data by country to see which countries lead in successful, failed or canceled outcomes.
  + We could sort by currency to see which currencies appeared in the leaderboard.
  + A table showing which categories had the Most Backers
* **Use your data to determine whether the mean or the median better summarizes the data.**
  + - I would say that the median summarizes the data more effectively. Since there is a high variance in the data, the Median would show us the midpoint across the distribution.
* **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 the Failed campaign data. We first see it with the min and max data tell us there is 6,080 spread between the lowest and highest values alone. The data is more widely dispersed across the data set. With the Standard Deviation on Failed campaigns being 961.30 versus 67 for the successful ones, there is a much wider spread on failed campaigns.