Create a report in Microsoft Word, and answer the following questions:

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + Theater-plays are the outlier category. They are both the most successful and most failed crowdfunding initiative.
  + Summer months are the peak seasons of crowdfunding, showing a spike in both successful and failed outcomes.
  + Journalism is another outlier category as they only have 4 crowdfunding initiatives and have all been labelled as successful.
* What are some limitations of this dataset?
  + The data provides state but does not provide cities or counties. Some cities are more populous than others.
  + The data does not provide information on targeted groups (Income, age, location, time and place of events) this can also impact the success or failure of the crowdfunding initiative.
  + Donations are provided in different currencies. The goals are not specific to a currency.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + A bar graph showing goal and pledged amounts – this can show a visual of if the goal was met or not and by how much.
  + A bar graph with only live outcomes, showing goal vs pledged. This will allow us to have an idea on potential successes and failures.
* Use your data to determine whether the mean or the median better summarizes the data.
  + The mean summarizes the data better as it says that on average the 851 backers resulted in successful crowdfunding, while on average receiving 586 backers resulted in failure. These numbers are greater than the median, meaning even the median backers were reach, it did not guarantee success.
* 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 variance with successful crowdfunding initiatives than with the failures. This may be because there were more successful initiatives than there were failures, resulting in more variability.