Crowdfunding Goal Analysis

Questions:

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + The top 3 most successful by Parent Category are Theater, Film & Video and Music.
  + Plays are the most successful by Sub-Category.
  + Crowdfunding created in the summer months of June and July are most successful.
* What are some limitations of this dataset? Per my research, crowdfunding websites worldwide help raise $89 million in 2010 and $114 billion in 2020. Some limitations of this dataset are the small sample size, the multiple years listed, varying countries and different currency rates.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide? Other tables or graphs that could add insight during the analysis would be Average Donation by Parent Category and Average Donation by Sub-Category, as they will show what patrons typically donate by category. Additionally, a pivot with Parent Category by Backers Count and Sub-Category by Backers Count would add value to the analysis, as it provides insight into the number of supporters by category.

**Statistical Analysis**

* Use your data to determine whether the mean or the median better summarizes the data. Since most people use the number of campaign backers to assess the success of a crowdfunding campaign, the mean better summarizes the data, as it is an average of the number of backers.
* Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not? Since the number of backers in successful campaigns is more spread out (has the most variance) within the dataset, it has more variability.