**Module 1: Excel Challenge:**

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + Based on the provided data most crowdfunding campaigns appear to be within the arts in some form based on the count of campaigns in film & video, music and theater. Together these make up almost 70% of the total amount of campaigns. This is driven from the large number of campaigns in plays, which make up the entirety of the Theater category with 344 campaigns started.
  + Another conclusion we can draw is that on average, more campaigns have been successful in reaching their goal, vs not reaching their goal (i.e cancelled or failed). 565 out of 1000 campaigns registered as successful vs 421 that have either failed or were cancelled.
  + Though January was the month with the most campaigns launched, Campaigns launched in June saw the most successful launch. This is shown by the % of successful campaigns vs the total number of campaigns with 64% (55/86 total).
* What are some limitations of this dataset?
  + Since the dataset is only looking at outcomes of individual fundraising campaigns, it could potentially provide wrong interpretations of how successful individuals projects are. I.E a company/Non-Profits could have a very successful fundraising campaign but could still fail despite reaching fundraising goals. Another factor could potentially be sample size. With 1000 observations, we may have too small of a sample size to make any large conclusions about total trends around fundraising campaigns. Another piece not included in the data that could be helpful is the fundraising site it was launched on. It would probably be a good idea to see success rates on a site like go fund me vs lesser-known sites.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + A good graph to see could be to see success rates in other countries. If we were someone who was thinking about starting a campaign, it would be more accurate to compare success rates in the US vs the UK. We could achieve this by using a similar stacked bar chart to the category breakouts. A table we could use is a simple table that would show the median % funded by parent and sub-category. Knowing this info would allow us to understand potential returns if we are looking to start a campaign in a specific category.
* Use your data to determine whether the mean or the median better summarizes the data:
  + In this case the median number of backers feels more reliable than the mean number of backers. This is mainly because of the high variance and standard deviation for both successful and failed campaigns. Since the median represents the middle value of counted, numbers and will not be influenced by higher outliers/ deviations, it will likely serve as a better measure of center for this data.
* Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?
  + There appears to be more variability in successful campaigns vs failed campaigns. This does make sense because there are more ways for a campaign to succeed than to fail. Typically, a campaign will fail due to lack of support which will tend to translate to a lack of backers. A campaign can succeed with a high amount of backers donating a little bit or a handful donating a lot.