**Crowdfunding Goal Analysis Questions**

1. **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**

* Based on the categories and success rates, the pivot tables can provide analytical support to determine which categories are potentially more successful than others. In the case of crowdfunding campaigns, it appears that crowdfunding campaigns based on theater/plays were more successful than any other category by a wide margin.
* Based on the success rates and the timeline associated with each, this dataset identifies a period of heightened success for campaigns administered during the months of May, June, and July and a period of less success from May to December.
* This data set could also be used to analyze the average and the median of the goals of successful campaigns to determine a correlation between the initial goal of the campaign and the success or failure rates associated with it.

1. **What are some limitations of this dataset?**

* The data set contains a degree of outliers in the backers count category that might skew the analysis when looking at averages and although this could be solved by looking at the medians, it still represents a limitation within the dataset. The data set also contains information within the columns that are not necessarily common language making it difficult to present to an average consumer of data that might be looking at starting a crowdfunding campaign. Terms such as “staff\_pick”, and “spotlight” without context can confuse the consumer.

1. **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**
   * Since there are different types of currencies, there is the opportunity to create a table that could compare the outcome of the funding campaigns with the currency used to fund it to analyze potential correlations between currencies and success/fail rates. You can also look at the duration of the campaigns and analyze duration versus success or failure.
   * We the current dataset, there is an opportunity to create a table with the average donations and the dates provided. The table can then be used to create a line graph to determine if there are any specific times of the year when campaigns receive an increased amount of donations.
2. **Use your data to determine whether the mean or the median better summarizes the data**.

* In this case, the median better summarizes the data rather than the average due to outliers increasing the variance of the backer’s count. Using the average function would accurately capture the information as the median function would.

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 with successful campaigns due to the correlation between high backer count and success rates of the campaigns. This makes sense as successful campaigns might have a wider range of outcomes due to the amount of backers increasing the spread of values in the data sets.