**Written Analysis**

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

Looking at the data, we can conclude that there is a category of campaign, sub-category of campaign, and a time when the campaigns are held, that are the most successful and that fail.

According to this data, the Theater, Film & Video, and Music campaigns, with sub categories of Plays and Rock, are the most successful when held in the warmer, summer months.

This would make sense because summer is a time where most people are outside and are able to support and enjoy community activities. The winter months are when the most cancellations happen; specifically, August being the month with the most cancelled campaigns (one would assume that is due to the majority of families ending holidays and getting children ready for back to school).

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

This dataset is exclusive to a certain type of category and sub-category, which does not necessarily give a rounded idea of all of the types of campaigns that are crowdfunded. This dataset also does not show how much each backer pledged; this would show if in general there is a trend with companies being successful having few backers with large pledges, or many backers with smaller pledges.

1. **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**

One graph that would provide more information would be one that shows the success rate of the campaign categories by country. This would give insight to which countries are more supportive of different types of campaigns.

Another graph that would be helpful would be to compare the staff picks with the success rate of each campaign category. This would show if the staff understand the preferences of the targeted backers.

Lastly, a chart that compared the success rate with the longevity of the campaign launch. This would give insight as to if there is a certain time period where campaigns would need to gain enough backers to be successful.

**Statistical Analysis**

1. **Use your data to determine whether the mean or the median better summarizes the data.**

The mean would better summarize the data because of the categories of campaigns that are in the dataset. If the types of campaigns were categorically consistent, then the median may be a better representation of the data. The averages of each success rate would give a more rounded explanation for this dataset.

1. **Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**

Looking at the standard deviation values, there is more variability with the successful campaigns. This makes sense because there is a variety of campaign types and different backers would support the campaign that best suits them. Because of the variability in the campaign types, there would be a high standard deviation.