**Crowdfunding Goal Analysis:**

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

1. The most active crowdfunding parent category was theater. Theater category achieved pledge goals at a success rate of 55%. Contrast to the least active parent category, journalism, with a 100% success rate.
2. The most active crowdfunding sub-category was plays, more than doubling the next most active category, rock.
3. July was the most active crowdfunding month throughout years 2010 – 2020. September was the least active crowdfunding month over the same period.

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

This data set does not account for the crowdfunding active period, i.e. some crowdfunding events exceed goals in a single day while some events are active for multiple weeks.

The donation currency values should be converted to a single currency unit.

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

Add treemap of top funding sources per parent and sub categories. The tree map would highlight significant sources of funding. Convert donation amounts to single currency (per the month/year spot price…)

Compare category year-over-year change in crowdfunding category counts and change in category funding raised. This analysis could be used to monitor category growth or decline.

Add a calculated field to the table with a formula that provides the difference between deadline and launched at dates. This field would be used to calculate average donation pledge amount per crowdfunding activity period. This may provide insight into which categories receive funding more quickly.

**Statistical Analysis:**

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

The mean better represents the data given the large range of values in both successful and failed backer campaigns.

**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. This makes sense because both variance and standard deviation are higher for the successful campaigns. Variance describes how much the numbers in a data set vary from the mean, where standard deviation describes distance between data points in a data set. (*Standard deviation vs. variance: What's the difference?* [4])