**Pivot table report**

* The theatre parent category has the highest of amount pledges which can mean there are the most connections with these theatre organizations. The games parent category has a higher failure to success ratio. Which means they’re less inclined to provide a pledge. June is the best month to do crowd funding as it has the highest success percentage.
* There’s an unequal amount of data points for each category which skews certain categories. For example, the journalism parent category only has 4 pledges in total which were all successful. Which would imply that this is the most successful category which is hard to believe is accurate due to the limited data points.
* One potential chart that can provide additional insight is the outcome and pledged amount with a category filter. This can provide insight on how monetary value may affect whether a success or failure for each parent category. This would help adjust the goals to help provide a stronger likelihood of success.

**Statistical Analysis**

* The mean is better in this scenario as this shows a more accurate view of the variance. The median would not provide an accurate view of the variance within the dataset.
* There’s more variability with in successful campaigns as there’s a larger dataset.