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

According to the data compiled, we can observe that theater is the program with more campaigns for crowdfunding, followed by Film & Video, and Music.

According to the data analysed, we can observe that June and July are the months with the highest success rate.

Also, we can observe that, after 2016, the success rate has increased, while the failing rate has decreased. Up to 2016, the relationship between success and fail were consistent.

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

I believe this dataset could have included a section that shows duration (from date created to date ended) to see if there’s any correlation between the duration of campaign with the outcome. This way, we can discard whether a longer campaign plays a role in their success.

I would have also included a section where all currencies are exchanged into USD to compare all data using the same value.

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

I would expand the time chart used above by category to see if certain categories have been more or less successful with time. This would show if there are certain categories which people have been losing or gaining interest investing into.

I would also have used a chart to check the number of backers per category and a second one showing the number of average donations per backer per category to show which category is more popular and can collect more funds.

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

We can observe that the data in the Statistical Analysis tab shows a right skewed distribution since the Mean is higher than the Median. This means, the median better summarizes the data.

* **Is there more variability with successful or unsuccessful campaigns?**

The successful campaign shows a bigger variability since there’s a bigger Variance and Standard deviation.