* Create a report in Microsoft Word, and answer the following questions:
  + Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
    - Theater is by far the most prevalent category, and it seems that it skews the numbers higher.
    - Journalism is not a popular crowdfunding campaign and with the little number of campaigns it did have a 100% success rate.
    - The campaigns that had higher success rates were those that could relay a message through fil & video, music, photography technology and theater. This could be widely due to the stories or messages being portrayed through emotional cues or scenarios to people.
  + What are some limitations of this dataset?
    - Reasons for the campaigns could not be identified.
    - The countries being sampled were limited. Some countries could have higher rates of success in certain campaigns than others. The countries in the campaigns are particularly 1st world countries.
    - Different currencies among different countries
  + What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
    - Median, minimum, and max graphs for each category and sub-category, average donations.
    - Funnel chart to track the success rate of the campaigns.
    - Heat map/ tree map that shows different colors for each square based on the category or the sub-category success.
    - Outlier testing
* Statistical Analysis
* Use your data to determine whether the mean or the median better summarizes the data.
  + The median is a better summary for the data because there are skews and because the mean will be distorted by outliers.
* 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 within the successful campaigns. This does make sense largely due to the number of campaigns that were successful VS. the ones that were not successful. A big data set always has more variability than smaller data sets.