**Crowdfunding Data Analysis**

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

The most successful campaign categories are film & video, music and theatre, with the subcategory plays having the most success. It also seems like all types of campaigns decrease after summer and the peak of successful campaigns is in the summer. Based on the outcome vs month line chart, we can conclude that successful and failed campaigns outcomes correlate to each other throughout the year. For example, during August, successful campaigns dropped and failed campaigns peaked.

1. What are some limitations of this dataset?

The data is from a 10-year period, from 2010 to 2020, so many factors could affect the data. We went through a recession in 2008, so that could lead to certain categories receiving less funding or all could have received less funding overall. Also, the data is from before the COVID pandemic, which caused so many changes to the world and the economy. So, the data probably does not reflect current trends. Also, the internet has more reach now than in 2010, so there would be more reach to audiences nowadays than 10 years ago.

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

We could create outcome by year table and graph to analyze the changes in crowdfunding success over the years. This would give us an insight into how the status of the economy affected these campaigns. We could also create tables to analyze each subcategory and study how their outcomes changed over the years. This would give us more information on which specific sub-categories are more successful or prone to failure.

**Statistical Analysis**

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

Since the data set has a normal distribution, the means better summarize the data.

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

According to the data, there is more variability in successful campaigns because the standard deviation of successful campaigns is higher. I think it makes sense because there is way more successful campaigns in this data set than failed campaigns.