**Statistical Analysis**

* **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**
  + More than half of crowdfunded projects were successful.
  + Projects with more backers met their goals compared to projects with fewer backers.
  + Entertainment (Film, Game, Movies, Technology, Theater) related projects are more likely to be funded.
  + Seasons appear to affect outcome. Summer saw the most successes and most failures could be seen at the end of the year.
* **What are some limitations of this dataset?**
  + Potential data related errors.
  + Means of data collection or acquisition.
  + Periodical context. The data points were from 2009 to 2019. The economic crisis in 2009 and national tragedies in 2011, and time it took to recover from such significant national episodes could affect the results. Perhaps, a time adjustment could tell a better story.
* **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**
  + Pivot table/graph displaying launch date and deadline information could give additional insight to projects meeting goals or failing. Does the proximity or time factor into success or fail or goals being met?
  + Project fund goal relationship with the outcome. Are goals being overambitious? How more likely is success of higher set goals compared to moderate/lower goals?
  + Comparison of goal outcomes per industry in various countries. Do certain industries thrive in all markets? Do certain categories have an edge over others in specific countries? Cultural impact, politics, economy or even geographic elements.
* **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 statistical numbers, there is more variability with successful than unsuccessful campaigns. Due to the presence of multiple outliers in both campaigns’ datasets, the median is preferred for center tendency. Both sets of data possess multiple outliers, leading to inconsistency or extreme data points, and difficulty in relation to predictions. To determine this, the mean, median, standard deviation, first and third quartile and interquartile range (IQR) were calculated. A box plot was generated as well.
  + This outcome could make sense if the fact that there are more success related data points than failures. The successful campaign has a wider distribution. The seasonal (months) performance of these projects could be further assessed, as there was a spike in successes midyear and evident decline towards the end of the year.