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

* The highest number of crowdfunding campaigns were created in the categories that fall under media (film & video, music, and theater), and therefore these categories contain the most successful and failed campaigns of any other category. These categories may generate the most interest out of all the other categories
* The campaigns with the fewest number of backers (regardless of average pledge amount) were the ones most likely to be canceled or failed
* The majority of the campaigns with the loftiest goal (from $120,000 up to $190,000) ultimately failed before reaching or coming close to their goal, suggesting the initial goal was unrealistic.

1. What are some limitations of this dataset?

* The amount of backers is tallied without any other relevant information about the backers (e.g. demographics, geographical location, age, etc.)
* The dataset only shows the outcome of campaigns with one crowdfunding strategy and does not show the potential success of campaigns with alternative strategies.
* This dataset does not track reason for failure or cancelation. Was the goal not reached within a predetermined time period, were advertising funds depleted, did initial interest give way to slowing or stagnant pledges, etc.?

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

* A table, graph, or combination showing number of backers by category could demonstrate which categories attracted the highest number of people (which may provide a different perspective than outcome or overall amount pledged due to differences in the average amount donated per backer).
* A table and graph showing total amount pledged compared to length of time a campaign was live could demonstrate which campaigns earned the most pledges in the shortest time. This could be a measure of popularity and importance, as well as success rate with a longer period from beginning date to ending date.

**Bonus Statistical analysis**

1. Use your data to determine if the mean or median summarizes the data more meaningfully

Due to the number of outliers falling well outside and above the norm, the median summarizes the data more meaningfully. The mean is skewed greatly by the outliers.

1. 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 variance seen in the backers for successful campaigns. This does make sense because failed campaigns will less often have a high number of backers and will be canceled or deemed failed the majority of the time before a large number of backers donate. Successful campaigns will have a wider variety of number of backers due to lower vs. higher initial goals, varied donations per backer, etc.