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

-Campaigns starting near the winter holiday season saw a generally lower success rate with a slight uptick in failed campaigns, though not the highest failure rate.

-Theater runs the most campaigns overall, followed by film/video and then music. Based on this, most crowdfunding campaigns are supporting the arts. This could lead to a struggle to have a successful campaign in one of those categories.

-Campaigns starting in June and July have a higher success rate, dropping off significantly in August. This could relate to school schedules and summer programs.

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

This dataset doesn’t include the advertising amounts and efforts behind the campaigns. Especially with the rise of social media over the years, I believe there would be a correlation between advertisement on various social media platforms and successful campaigns. We could also benefit from seeing goal tiers and incentive to backers in the data sets, such as early access to games or tickets to funded plays, as these often contribute to someone’s desire to donate.

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

Parent category specific pie charts of success/failure would give an easier to read focus search on each individual campaign type. A comparison of staff pick/spotlight success rates filterable by category would also show how beneficial those areas are.

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

Because of a high variance and standard deviation, I believe the median number would be better used to represent the data. The high count outliers in both data sets will skew the mean to be higher than the bulk of the data actually has.

**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 with successful campaigns. I believe this makes sense based on successful campaigns often having larger donations given by certain backers who are passionate about projects as well as more possible advertising and success tiers that failed campaigns may lack.