* 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?
* **Conclusion #1**

Based on the data by category/sub category Theater/Plays represented the largest number of pledges and the most successful in comparison to all other category/sub categories. I did not break down the county/currencies, but it would have allowed us to see where the majority of these supporters are located for future crowdfunding operations.

• **Conclusion #2**

The most projects in total were from 1000-4999,5000-9999 and Greater than 50000. This seemed skewed as above 50000 would seem to be “outliers” in terms of value pledged? Quite a bit of variability is shown here for the range of most projects of all outcomes.



* **Conclusion #3**

The average pledge goal vs. average pledge indicated that both were very close in value but yet there were still major differences in number of outcomes for pledges. It is interesting to look at these two values alone but realize very quickly these alone do not even come close to telling the rest of story the other data points can help provide. Conclusion in this first module is the more data points you can utilize in a data set the more accurate your story will be of what the data can tell you and you can in turn summarize into meaningful analysis to make future decisions with.



* + What are some limitations of this dataset?

The data set is over the course of 10 years, 2010 to 2020. There are many other forces that may come into play in terms of success/failed rates the data set does not provide. GDP, Interest Rates, Inflation Percentage, Unemployment rate and New housing Units are not provided but could help making more conclusions of the trends and possible outliers present in the data set over the course of the 10 years.

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

Another pivot table/graph to make would be a currency tracker of most pledged by each currency. This would be an interesting look to see where the majority of money was donated from by geographic locations/country and currency type.

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

The median is a better indicator for summarizing the data by spitting the values 50/50 it does not factor in the true min/max’s that would make the average go up or down when calculated.

* 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 significantly more variability based on sheer number of successful backers and the $ amounts pledged compared to the failed backers. Given there is more money being contributed to hit the pledge goals for campaigns to be successful as opposed to not enough being pledge which so from this we know more money pledged by more people will create more variability.

**Successful Backers Total = 480,898.00**

**Failed Backers Total = 213,164.00**