Module 1 Challenge

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

1. When we look at all the countries the most successful parent category has been theater with a sub-category of plays. With successful crowdfunding peaking in 2017 with a count of 30.
2. Of all the countries the second parent category outcome was failed, which makes sense because crowdfunding is very competitive.
3. The film and video parent category is the second most successful outcome. With documentary sub-category being the highest outcome and successful outcome making up more than half of the results.

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

Of those who have pledged what was the age, financial and race demographics.

In what way should we interpret staff pick and spotlight and how did they influence the amount of backers. What were the goals of the crowdfunding based upon. Some parent categories do not have historical data to compare to more established categories. Unsure of what question we are trying to speak truth to.

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

Looking at date created by year instead of month to get a better understanding of historical relevance instead of which month.

Of the crowdfunds that were spotlighted was there a significant increase pledges that met the goal.

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

The mean summarizes my data for both campaigns because results are relatively symmetrical and there are no significant outliers.

* **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 between successful campaigns than unsuccessful campaigns. The standard deviation for successful campaigns is 1267.366 while unsuccessful campaigns sit at 961.308. Successful campaigns data is more spread out from each and the center of the distribution. It makes sense that successful campaigns would have more variability with the amount of backers.