3 Conclusions:

1. There is a significant advantage to starting your crowdfunding campaign during late May or early June.
2. A large number of crowdfunding campaigns were in the theater category.
3. The sub-category with the least number of campaigns but the highest success rate was World Music.

Limitations:

I don’t know how exactly to do it but in reference to the success rate of the World Music sub-category a graph or table depicting the success rate and accounting for the total number of campaigns would be good data, which is absent here.

Alternatives:

The alternative I listed previously would be great, another idea is a graph that showcases the speed at which projects were funded in sub-categories, which provide insight as to the demand and success of the campaign by showing how quickly – or slowly- it was successfully funded.

Mean VS Median:

My personal understanding of when to use these functions is still spotty, but I believe that with the minimum and especially maximum values, in both failed and successful, being so far from the mean it means that there are significant outliers in the data. With significant outliers, the data might be skewed if we present it via the mean, the median might be more appropriate in this case.

Variability:

Unless I’m misunderstanding, I believe it’s clear and plain that successful campaigns have more variance in them, simply because they have more numbers within their maximum. I think this makes sense because a successful campaign has no upward limit to backers once it succeeds, but for failed campaigns the number of potential backers for it to have and still have failed is small by comparison. This seems almost too simple, so please let me know if this was the correct answer and reasoning.