1. **What are three conclusions that we can draw about crowdfunding campaigns?**

Taking a Look at this data set as a whole as it relates to Crowdfunding campaigns and their success rate, campaigns related to the arts have the largest total number of campaigns, but that does not necessarily correlate to campaign success. Looking only at the success rate data, the campaigns focused on Film & Video, Music and Theater have a middling success rate between 54% and 57%. When compared to the success rate of Journalism (100%), Technology (67%) and Photography (62%) there total number of campaigns is smaller, however they are more successful overall. From this one can determine that volume of campaigns does not determine success, and that possibly there is oversaturation of Arts focused campaigns. Conversely, the success of the Journalism, Technology and Photography campaigns can be the result of their lower overall number, these categories are not spread a thin because there are fewer campaigns in total. Lastly, this data set Food (48%) and Games (44%) are the least successful with less than 50% reaching their stated goal. While the total number for these campaigns is on the lower end, their lack of success can show a general lack of interest in supporting these types of campaigns.

1. **What are some limitations of the data set?**

The main limitation I see in this data set is a lack of demographic information. If we could compare the success rates of these categories against the demographics of those supporting the campaigns, we would better be able to educate on which societal demographics each campaign should target to best achieve their stated goals. Having access to and analyzing that data would, in theory, allow for more successful campaigns overall.

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

Given the above-mentioned limitation of the lack of demographic information, if that information were to be added to the data set, we would be able to easily compare side-by-side through tables with both campaign success rates and demographic data. We could then use the new table containing demographic information to create dual axis line charts and/or dual axis bar and line charts to compare the success rates versus data points such as age, race, gender, marital status, income, education, etc. As stated in the limitation observation, this would allows us to better target specific groups for crowdfunding based on knowing which groups are most likely to support which categories, and therefore, in theory, we would be able to run more successful campaigns.

1. **Determine whether the mean or the median better summarizes the data.**

The Median will best summarize the data of Successful and Failed outcomes because it is not skewed by the outliers that are present in the data set. The presence of very large and very small numbers relative to the overall set for both outcomes skew the Mean of the data larger number, thus it is unreliable to tell the story of the data in the requested analysis.

1. **Determine if there is more variability with successful of unsuccessful campaigns. Does this make sense, why or why not?**

The successful campaigns have a greater variance and larger standard deviation. Yes, this make sense because there are more successful campaigns than failed campaigns. Logically, this means that there will be a wider range of data points within the successful set vs. the failed set, which in turn results in a more varied data set for the successful campaigns.