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

* Overall, Technology and theater generates the highest amount of pledges, currency unconsidered.
* Entertainment category encompasses the most successful campaigns with theater at 187, followed by film/video at 102 and music at 99 campaigns. It should however be noted that 45% of theater campaigns were cancelled.
* The success rate of theater campaigns is 54% while the success rate of journalism campaign is 100%

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

* Dataset didn’t include a converter for currency. This will skew the amount pledge analysis.
* Length of campaign also should be determined for true comparison of the data.

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

* Outcome per country to determine where efforts should be concentrated, as well as do an analysis of country with less pledge.
* Amount pledge/ day based on length of campaign – This would inform whether some campaigns are ending too soon.

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

* The mean and median do not represent the data well as only 161sucessful campaigns had more 851 backers and 154 had less than 586 backers. The mean and median were impacted by the high numbers of some campaigns.

**Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**

* The variance in both campaigns is extremely high which means that the data model focused too much on specific patterns.