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

Given this data it is more likely that a crowdfunding campaign will succeed than fail. The number of successful campaigns was greater than or equal to in number than failures in all parent categories except for Games. When looking at subcategories this is still true; except for Mobile Games and Science Fiction, which both had a sample amount under 15.

From the data comparing the month created to success or failure both May and June saw a rise in success and in both May and August there was a fall in the number of failed campaigns. This data shows May or August being the best time to launch a crowdfunding campaign.

While the categories Film and Video, Music and Theater had the highest count of campaigns, these categories also had the greatest number of failures. When breaking down by subcategories it was even more clear that the majority of subjects had more or equal success to failures, meaning that the category does not have a meaningful impact on whether a crowdfunding succeeds or fails.

* What are some limitations of this dataset?

One limitation of this data set is that it is unclear what other resources each crowdfunding campaign had at its disposal before and during its run. A campaign that had a large media presence and active following on social media would be more likely to reach its goal. A more successful company that was running a crowdfunding may also have publicity they can use to increase support for their campaign.

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

A pivot table that had the parent or sub-category as the row labels with values of the average donation amount and average count of backers would provide insight to that categories have the highest popularity with backers and also the average amount backers were willing to donate to these causes. Being able to filter a table like this by outcome would also display more detailed information about the relationship between categories and backers financial involvement.

Another graph that would show a more detailed visual representation of the backers and donations necessary would be a pivot table with the date created with values of min and max of donations and average backers. With a filter of outcomes, you can quickly show how successful or failed campaigns vary in backer count and the range of donations given by date created.

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

The mean is significantly higher than the median in both data sets for successful and failed campaigns. This tells us that the data has high outlier. This also signifies that this data is spread out and has an abnormal distribution. We should use the median to analyze the data as it more accurately represents the number of campaigns using the median numbers as the average.

 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 with successful campaigns. This makes sense as failed campaigns would be more likely to have less backers and by looking at the min and max of this data set that can be confirmed. As successful campaigns can end up sucedding be large amounts, the more backers that a campaign has the more likel;y it was to succeed. Looking at the meadian you can see that if you have about 200 backers thers is a high likely hood you will success and if it is closer to 100 that is more likely to fail. Using th median of the data there is a median middle of 201 for successful campeigns and rounding up to 115 for failed campaigns. This can be used to estimate the difference in backs for most successful crowdfunding campaigns.