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

A very slight majority of total campaigns are successful.

Most crowdfunding campaigns happen in the USA.

Less than 6% of crowdfunding campaigns are cancelled.

* What are some limitations of this dataset?

There’s no indication of how many times the campaign was shared on different platforms.

It would be useful to know if there was any extra motivation for different tiers of support, such as an early release, unique merchandise or limited-edition versions of the product for supporters.

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

We could make a table that compares the average number of campaigns that were spotlighted or picked as a staff choice versus those that were not pushed in that way, to see just how much extra attention those campaigns may have received.

We could also figure out how long the campaigns ran for and if that had any effect on outcome.

* Does the mean or median better summarize the data?

The mean in this case, there is a bigger difference between mean and success/failure, also with the maximum and minimum number of backers not showing a big difference, it seems that success/failure rides on the average donation in this case.

* Is there more variability with successful or unsuccessful campaigns?

There seems to be more variability with successful campaigns, which makes sense because a higher average donation leaves more room behind it for lower donations to make less of a difference to the bottom line.