* Create a report in Microsoft Word, and answer the following questions:
  + Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
    1. There are seasonal fluctuations which can influence success rates ex. Spring/Summer months seem to have higher success rate.
    2. Campaigns that have 15000 – 35000 Goals have a higher success rate among other Campaigns in this data set.
    3. Success Rates and backers vary depending on the category/subcategory.
  + What are some limitations of this dataset?
    1. There are several limitations with this data set including the quality of the data itself like marketing data. Marketing data would have improved another way of looking at success. Where did they reach out to backers. What type of marketing did they use. Which was most successful.
    2. There is no Demographics info for the backers. This info could have shown the age, location etc. of a backer giving more insight on where backer money is coming from which could improve visibility.
    3. There is no data on the amount of people working on each Campaign. This info could show the success rate based on how many hands were on each project/campaign.
  + What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
    1. Backer growth over time could be line graph. This would have shown backer growth over the duration of the campaigns helping to identify which areas of campaigns needed more help or better marketing.
    2. Success rates – Funding goal ranges. This could have identified the best points for setting campaign goals. This could have been done in a bar chart.
* Use your data to determine whether the mean or the median better summarizes the data.
  1. I believe the Median better summarizes the data due to them being very different. The median is a more accurate depiction in this case due to it being the central value in the data set.
* Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

1. Successful campaigns have a higher variability due to a handful of highly successful campaigns that received a large number of backers. This pushes the data. There can also be several reasons which the data set does not show which can cause a higher variability. Unsuccessful campaigns usually don’t reach their goals which will show more similarities. The failed campaigns follow a closer non-extreme trend.
2. Yes, this does make sense. Successful campaigns have a higher chance have push marketing which we can’t determine using the data. A campaign blowing up and gaining more backers like the few in this data set can cause a higher variability then failing trend.