**Crowdfunding Report**

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

From the data in the crowdfundingbook file, the theater category is the most active, followed by film and music. Entertainment looks to be a larger client for this crowdfunding site.

There is a seasonal spike in activity in summer, from May to August.

This seasonal spike appears to be correlated with projects being successfully funded.

Cancellation of projects remains steady and does not appear to be impacted by any other factors.

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

One limitation of the current data is the sample size may be too small to find meaningful patterns or conclusions.

The data has no context of why a project's result of success, failure, or otherwise happens.

There is no information about the donors, such as demography.

The current data limits the type of information that can be extrapolated.

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

A chart showing the percentage outcome would better illustrate the performance in any given category.

A chart that excluded outliers would give a clearer picture of a typical outcome.

A chart that shows the percentage of outcomes would better illustrate performances for each category.

A box-and-whisker plots would be helpful in determining the presence of outliers and how much it is shifting that data.

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

(This is in reference to backer stats sheet.)

From the data in the backer stat sheet, we can see that the minimum and maximum number of backers has a larger range. This would indicate that outliers are skewing that data, thus making the mean a less reliable metric to summarize the data. In this case, the median will have a better representation of that data.

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

The data indicates that successful campaigns have more variability. Successful campaigns had a larger variance and standard deviation, than unsuccessful campaigns.

This outcome makes sense because there were many more successful campaigns, which would increase the variability of the category.