**Crowdfunding Goal Analysis**

-From our provided dataset, my three main takeaways were: the most commonly successful campaign types were the theater, music, and film & video campaigns. Among those, theater had nearly double the success rate of the other two. The most commonly successful sub-category of campaign was the play sub-category. Finally, campaigns were most often successful in the month of July.

-While at first it may seem like this means a theater campaign is more likely to be successful, it is important to note that theaters and the sub-category of plays, are overrepresented in our dataset. Theater has double the recorded occurrences of any other campaign type in our dataset which would certainly skew the numbers higher if you’re only looking at successes. The same is true for plays at nearly 5 times the occurrences of the next highest data point. Finally, while the jump in successful campaigns in July may look significant in a line graph, given it has a greater than 2 standard deviation difference from the average, it is fairly safe to call it an outlier.

-A good start would be comparing via success rate rather than success numbers. If we were to recreate the same graphs using % successful instead of the count, I think that would provide a more intuitive image of what campaigns are actually successful and when.

**Statistical Analysis**

-Given the right skew of our data, the median better summarizes the data. The mean places too much weight on outliers providing an unrealistic view of the data distribution.

-There is significantly more variability in terms of backer count in successful campaigns than in unsuccessful campaigns. This does make sense as the overall count and per campaign count are both on the lower end for unsuccessful campaigns. Also given that several of the successful campaigns went over 100% of their initial campaign target thanks to large backer numbers, it would stand to reason that the variability would be higher.