* Presents a cohesive written analysis that:
  + Draws three conclusions from the data (10 points)
  + States limitations of the dataset and suggestions for additional tables of graph (10 points)
* Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

Analyzing the data to assess variability in successful versus unsuccessful campaigns is a crucial step in understanding what drives their outcomes. This analysis can reveal patterns and factors that contribute to success or failure, allowing us to make informed decisions and improve future campaigns. By identifying these key elements, we can enhance our strategies and increase the likelihood of success in future initiatives.