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

A campaign with a parent category in the Arts (Film & Video, Music, Photography, and Theater) has about the same chance of Failing (269/364=74%) as it does of being Successful (414/565=73%).

If a person thinks they have a great idea for a new game or food truck business and are looking into crowd funding, they may want to think again. This sample dataset for campaigns under the Games and Food parent categories illustrates that ideas of these parent categories were just as likely to fail (43) as they were to succeed (43). Additionally, ideas in the Publishing and Technology parent categories failed (52) twice as often as they succeeded (104), so this may be another parent category to avoid starting a crowd funding campaign for.

All 14 campaigns with outcomes reported as “Live” out of the 1000 campaigns that were launched, did so without meeting their initial goals.

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

Since the 14 campaigns with outcomes reported as “Live” didn’t make their initial goal of donations, what/where was the source of the difference of funding to accomplish the goal of going live? Some of the differences were thousands of dollars so this information would be helpful for future entrepreneurs to know where to inquire when their own donations are coming up short.

It would be good to know the dates the “Live” campaigns truly went live. What was the “funding date” of the campaign? What was the length of time between the “funding date” and the “going live” date of the campaign? I think the entrepreneur would want to know the approximate timeline from funding to when their product/business will go live.

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

I think a pie chart would be helpful to use to show which Parent and Sub-Categories were successful. I feel colors in a report still attract managements attention and pie charts will provide that.

**Statistical Analysis Questions**

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

There does not appear to be any extremely high or low counts (outliers) in the number of backers to skew the results, so I believe the mean result better summarizes the data.

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

I would say there is more variability with the successful campaign because there are approximately 35% more backers for the successful campaign than there are for the unsuccessful campaign. Since there would be more values from the increased number of backers in the successful dataset that could potentially put more distance from the center of the data point, the impact on the amount of variability would be greater.