**Crowdfunding Report**

Given the provided data, the three conclusions that can be draw about crowdfunding campaigns are:

* Campaigns with goals in the $15,000-$24,999 range had 100% success rate.
* Campaigns in the “food” and “game” categories had the lowest rate of success while “journalism” and “technology” had the highest rate of success.
* Theater campaigns were the most popular but had slightly below average success rates.

**Limitations of this dataset:**

* The data sample is relatively small, comprised of a limited representation of only 7 countries.
* There is insufficient data to adequately predict the success or failure of a campaign without considering additional factors that contributed to the outcome.

**Other possible tables and/or graphs that we could create:**

* I would modify the “category” and “outcome over time” pivot tables/graphs to include “outcome percentages” to visually simplify the data for the audience.
* I would also want to create a scatterplot that would show the relationship between the length of the project and the percent funded to see the correlation between campaign length and funding outcomes.

**Statistical Analysis**

* The median better summarizes the central tendency of the data. Much of the data is clustered on the left side closest to the median. The data is skewed to the right where larger values are inflating the mean, thus skewing the statistics.
* There is more variability within the successful campaigns. This is likely due to the outliers. The successful projects have a wider range of backers, while the unsuccessful campaigns have a narrower range of supporters thus having less variance.