**Written Report**

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

1. The data supports company projects that aim for funding goals within 1000-4999 have the highest rate of success and lowest rate of failure.
2. The data supports projects that have an average of 200 backers or higher are more likely to be successful in raising the pledged amount. Overall, the more backers a funding campaign has, the better the chances are of success.
3. Crowdfunding campaigns are highly successful in the areas of theater, film/video, and music. But also, there are simply many more campaigns total in these categories as well, therefore, this may be some of the reasoning for these higher success rates.

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

Some of the limitations of the data include the number of countries used in the data selection, the type of crowdfunding campaigns being looked at, and the years in which the campaigns took place.

These campaigns only took place in 7 different countries. There is also a trend when looking at the types of crowdfunding campaigns selected, which is most of these campaigns seem to be entertainment based (theater, music, film/video, games etc).

Also, the timeline of these campaigns only dates to 2010. This is a limited time in which the data was collected.

Using more countries, further back in time, and more types of crowdfunding campaigns, may offer differing results.

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

Another table and/or graph that might offer interesting results is one that is centered around length of time the campaigns were ran. This would include the dates the campaigns were launched and the deadlines of these campaigns. Some of these campaigns may have had longer time periods to find backers, raise money, etc. This would provide incredible value in seeing what length of time leads to a higher success rate.

**Statistical Analysis Questions**

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

In looking at the mean and medians of the data, I believe the median better summarizes the data trends. The average amount of backers for the campaigns clearly shows that projects with more backers tend to be more successful, specifically when having 200 or more. There are many more successful campaigns than failed but also much more backers in the successful campaigns than in the failed campaigns.

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

The date seems to support that there is more variability with successful campaigns due to the number of successful campaigns and number of backers for these campaigns.

This makes sense because when you have more of something within the data to analyze, you are more likely to find variability amongst the data trends. There is simply just more to look at throughout these campaigns due to having around 200 more successful campaigns than unsuccessful campaigns.