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

Crowdfunding campaigns for theater are most popular with total attempts equaling the next two popular categories of film & video and music. Campaigns are most successful during June and July. Campaigns for journalism are least popular (4) but have a 100% success rate.

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

Adjust each currency based on the most current exchange rates to reflect the national currency of the individual looking at the data, which in my case is USD. The reason for this is when I examine success/fail rates by goal value, there were non-USD currency values and therefore could skew the results and provide misleading trending.

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

One should examine success/fail/cancel rates whether the campaign is a staff pick or not; this would show if there was any influence on backers by staff recommendations and relative success rates. One should do the same examination for spotlighted campaigns to see if there was any influence on backers effecting success/fail/cancel rates. Creating a pivot table and stacked bar charts would be best to investigate these conditions.

**Backers Analysis**

Median is a much better summarization performance measure as it tends to only increase or decrease when there is a substantial change in the dataset. Given that there are a larger number of “successful” states versus “failed” states as well as “successful,” using average as a performance measure will not show a fair trend.

Additionally, there is more variability with successful campaigns, but this also does not paint a fair picture. While variability can be a good indicator statistically, without examining the type (parent and subcategory tags), one is unable to determine if a pattern exists or if it is just "luck of the draw" when it comes to higher variability between successful and failed campaigns. Evaluating the standard deviation, the number of backers of a failed campaign are much closer to its average than those of successful campaigns; this further pushes a "luck-of-the draw" narrative. One could even go further to see if "staff picked" or "spotlighted" campaigns change what backers choose.