Reflection Questions:

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

1. Entertainment (film & video, music, and theater) makes up the largest portion of the launched campaigns.
2. They are about as equally likely to succeed as fail, no matter what category.
3. There does not seem to be a relationship between when the campaign is launched and the success of the campaign.

* What are some limitations of this dataset?
* Not knowing how many times the campaign was visited/shared.
* Not knowing the Max/Min dollar donations (unknown outliers).
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

I would make a column that calculates how long each campaign ran for. Then I would use that information to make a chart/graph showing the length of a campaign by outcome. This might show if the longer running campaigns were more successful than the shorter running ones.

Make a chart and graph of outcome by funding goal and average donation. This would give us insight into whether or not the goal for the campaign could predict the success of the campaign. I think it would also be helpful to know if in general the campaigns that were successful were the ones with a higher average donation.

Variation Question:

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

The standard Deviation is large in both successful and unsuccessful campaigns. Even though this was a fairly large data set, it is very unique in that we are looking at data where peoples emotional selves were involved in the decision to donate to a cause or not. In this case it makes sense that the data has a strong pull of outliers because there are many unusual factors affecting the data (how many times the campaign was shared or if the person crowdfunding knew many wealthy people, different ending amounts). As far as I know there is no cut and dry method for running a successful crowdfunding campaign so it does not surprise me that the data generated from it would have a lot of variance in it.