* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + Sheet 1: Theater has the highest count outcome. In addition to having the highest count, it led in both successful and failed outcomes.
  + Sheet 2: The “plays” subcategory greatly outnumbered all other subcategories. The “audio” and “world music” subcategories have a 100% success rate with no cancellations recorded.
  + Sheet 3: May through July months had the highest successful outcomes. Cancellations were consistent throughout the year. At no point were there more failed outcomes than successful outcomes.
* What are some limitations of this dataset?
  + How was the money pledged and what methods were used to raise the money are two that stand out. Each company’s respective blurb is vague in how exactly the money was raised. Having the company provide detailed methods would help analyze the effectiveness of each strategy.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + The tables and charts provide excellent information in terms of counts for each outcome listed in the Parent category/subcategory. The ability to filter it by country to analyze each respective country helps a great deal. If the intent is to pinpoint “successful” campaigns, it will help to create a table or graph that analyzes these campaigns over the listed conversion dates for each strategy.
* Use your data to determine whether the mean or the median better summarizes the data.
  + I would rely more on the median for my analysis. The median for both the “successful” and “failed” counts are 201 and 114.5 respectively, with a relatively high variance for both. Additionally, the data is skewed and outliers are present with minimums of 16 and 0 for each respective outcome and max of 7295 and 6080.
* Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?
  + We note a higher variance (distance from the mean) with the “Successful” outcome. This makes sense in that there is a broader range with the successful outcome over the “failed” outcome.