**Crowdfunding Book**

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

Crowdfunding campaign success is very unpredictable, success is dependent on backers making the pledges.

Crowdfunding campaigns can cover a broad variety of subjects or even industries.

Crowdfunding campaigns are not common to only specific regions, they can be stood where *that* product or service has a need and potentially be “publicly” funded.

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

Current limitations of this dataset include the currencies being compared are not the same, to do a true comparison you would need to convert all donations to one common currency.

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

We could make Tables base on the Average Donation related to Category/Sub-category and how likely those categories are to be successful.

**Statistical Analysis**

For successful and unsuccessful campaigns, the Mean better summarizes the data than the Median. Using a Box and Whisker graph one can see the Mean falls nearly into the center of the “box” of both datasets, whereas the Median falls very near the edge.

Technically there is more variability with successful campaign than the unsuccessful, this is very slight due to the difference between successful and unsuccessful campaigns. The campaign variances are closer to even, or equal, when comparing success rate.