* **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**
  1. There are more successes than failures overall,
  2. Success stories seem to exist in all categories; however, success does not seem to correlate with any category, each having their own relatively similar proportions of success and failure/cancellation.
  3. Their success stories increased steadily as the notion of platforming became more accepted and common as the years in the data progressed, and the failure rates drastically went down after 2019. (*Which could even be attributed to public sympathy to crowdfunding campaigns during the pandemic*)
* **What are some limitations of this dataset?**

There is overt quantity of data regarding crowdfunding outcomes of the ‘theater’ main category and hence the plays ‘sub-category.’ The source of the data could perhaps answer this based on the sources sample or market base. The visualization of the categorically oriented data would grab the eyes of only one stakeholder, playwrights and broadway.

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

Using the original data we could create a pivot table of a stacked bar graph not by category, but by the ‘pledged’ amounts each successful or failed campaign, the ‘pledged’ amounts broken down into 8-10 ranges. I believe, regardless of budget we would get the answer why so many failed: they didn’t raise all the money they were shooting for. I would also like to observe the correlation between success and staff picks. I think data visualized like this would pair nicely with the rates of success based on goal budgets we created in the line pivot chart, we could see an obvious answer with outcomes with data to support it.

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

I would say due to an amount of outliers and asymmetrical data, as well as the short range in between both the failed backers counts vs the successful backers count, the median better summarizes the data overall.

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

It does make sense that successful campaigns would have more variance of backers than failed campaigns, success seems to be more driven by any goal amounts being met or exceeding goal amounts.