**Conclusions**

* There are more Theater campaigns created than any other category
* Journalism has a 100% success rate
* The US is the country that creates the most campaigns
* Games are the least likely campaigns to succeed

**Limitations**

There is no demographic data from which to glean further insights into the donation behaviour. Although we know which campaigns are most likely to succeed, we don’t know why certain donors gravitate towards certain campaigns more than others. Why are video games more likely to succeed than mobile games? What is it about the backers themselves that make those campaigns more successful? Do successful campaigns share backers with similar demographic profiles? Without this info the data is incomplete, and therefore not actionable.

**Other possible tables and graphs**

* I would want to create tables that use percentages to analyze the relative success rates of campaigns as opposed to strictly in absolute terms. Especially within parent categories. As a potential project, if I know I want to create a game, knowing which type of game is most likely to succeed means I can focus my energy on that type of campaign.
* Also, creating a chart that summarizes how quickly successful campaigns reach their goals, across and within parent categories, would be a helpful data point for someone trying to finish a project within a specific time frame. If I know I can’t spend more than a month raising money, I won’t pick a campaign that’s known for taking over 30 days to reach its goal on average.

**BONUS**

* The median is a better measure of central tendency for this data because the variance is so high. Although the mean for the successful campaigns is much higher than the failed ones, that number is affected by outliers in the data set. The median is much lower than the mean for both data sets, indicating that variability in the data set is affecting how predictable the numbers are. Therefore, the median would give us a better idea of how to summarize the data because it’s not biased by variability like the mean is.
* There is more variability with successful campaigns. Which makes sense because there’s more backers, donations, and activity around successful campaigns. Whereas failed campaigns tend to fail because, logically, there’s less activity around them, meaning less opportunity for data variability.