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

1. Over half of crowdfunding campaigns that are started are in the $1,000 to $9,999 range (546/981 or 55.7%) and of those campaigns, 65% were successful.
2. High dollar crowdfunding campaigns ( >$50,000) had the second highest number of total campaigns, but the lowest percentage of successful campaigns (37%) as well as the highest percentage of campaign cancellations. From this, we can conclude that high dollar campaigns often result in low success, high failure and cancellation.   
     
   Campaigns between $15,000 to $24,999 and campaigns from $30,000 to $34,999 have a 100% success rate, but there is insufficient data here to extrapolate that all campaigns in that funding range will be successful. This was 24 campaigns out of 918, or about 3% of all campaigns
3. Theater is the most popular type of crowd funding campaign (344/1000 campaigns), but also has one of the highest percentages of failure (38%, or 132/344 campaigns) falling only behind food and games at 43% and 48%, respectively.

* What are some limitations of this dataset?

1. Within this dataset, you cannot tell if there are outside factors (social media campaigns, news stories, etc.) driving backers towards specific campaigns.
2. There is also no way to tell if the ‘successful’ campaigns continued and progressed into successful ventures after the crowdfunding period ended.
3. The data does not contain specific location data of backers; the data provided is broken down by country. This does not allow insight into regional, state or county based trends.

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

1. A pie chart could be created from the outcomes to determine success/fail/cancel percentages of all crowdfunding results. This would be a useful tool to show ‘at a glance’ that crowdfunding campaigns are overall more successful than not.
2. A PivotChart could also be used to look through each Parent Category and break down which Sub-categories had the most successful campaigns which is displayed in the below Pie Chart.. This data could be useful if you are setting up a crowdfunding in a specific area (for example, Film & Video), but do not know if a video short or a video animation would have a better chance at succeeding.
3. A clustered column chart comparing the average donation per Parent Category versus the outcome. This would be useful if you were trying to determine which categories were successful against how much money the campaigns earned. Overall, theater has the most successful outcomes and the highest average donations, however theater also has more failed/high donation outcomes as well.

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

1. For both data sets, the mean better summarizes the data. Both data sets have large ranges of backers, 16 to 7295 for successful campaigns and 0 to 6080 for the failed campaigns. The lower number of the median, 201 and 114.50, respectively, are very low for data sets that span thousands of numbers. The mean of each set, 851 and 586, respectively, better reflect the range of the data.

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

1. There is more variability in successful campaigns. This makes sense; there are multiple failed campaigns that received a single backer. In fact, the mode of the failed data set is a single backer. One of the reasons there could be more variability in successful campaigns is that more people may decided to back a campaign as it comes closer to goal, and some of these campaigns may even exceed their goals, which failed campaigns cannot do.