**Module 1 Challenge**

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

* The majority of the campaigns analyzed (57%) are successful. All successful campaigns met or surpassed their goal in pledges. Conversely, all failed or canceled campaigns fell short in meeting their goal.
* The average donation in successful and failed campaigns was roughly the same. Successful campaigns received on average $69, compared to $64 received by failed campaigns. The median goals of both successful and failed campaigns were largely the same at $8400 for successful and $8300 for failed, which suggests the goal amount is not a key indicator of whether or not a project will be successful.
* The majority of projects chosen as a “staff pick” or “spotlight” were successful. 58% of staff picks were successful and 55% of spotlight projects were successful. When a project was both a staff pick and a spotlight, 65% of those projects succeeded.

1. What are some limitations of this dataset?

* We don’t know whether these companies had startup capital.
* It’s unclear why projects are canceled. Canceled projects and failed projects met comparative thresholds for funding, with canceled projects receiving on average 46% of their goal compared to failed which received on average 49% of their funding goal. Active, or live, projects received on average the lowest (45%) and are still moving forward.

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

* Whether or not the company is a startup or has some kind of established business or customer base already.
* Did businesses offer backers offer something in return for their donation.
* How many backers were organic v. people already in the business’s network.
* How did companies advertise their crowdfunding request, if at all.
* Exclude the outliers in the dataset.
* Analyze data up by year and quarter and month.

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

* The median is more useful in this instance. The difference between median and mean is great and using median more effectively allows us to control for outliers.

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

* Both successful and unsuccessful campaigns have a high degree of variance, though there is greater variance among successful campaigns. It makes sense in that the successful campaigns shown here have more outliers than the failed campaigns.