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

1) Crowdfunding campaigns’ outcome is linked to the number of backers that each campaign has. There is a visible difference in the means of successful campaigns versus unsuccessful campaigns. Campaigns that were deemed to be successful had a mean of 851 backers whereas campaigns that were deemed unsuccessful had a mean of 565 backers. This follows some common sense that the more supported a campaign is, the more likely that campaign is to be successful.

***The more backers a campaign has, the more likely that campaign would have a successful outcome.***

2) There seems to be some relationship between a campaigns’ outcome in relation to its initial goal amount. Referring to Goal Analysis, the least successful bracket by initial goal amount were campaigns that had a goal greater than 50,000. Only 37% of these campaigns were deemed to be a success, whereas 53% and 9% were deemed failed or canceled respectively. Interestingly if the initial goal amount was slightly less than 50,000 or more, it was much more likely that the campaign would have a successful outcome. Specifically, campaigns with a target between 40000 to 44999 and 45000 to 49999 were 79% and 73% successful, respectively. Those two brackets only accounted for 25 total projects so it is not a great sample size. The sweet spot for a larger amount of campaigns seemingly is 1000 to 4999, where there was a success rate of 83%. That is the highest success rate for any bracket with more than 20 total projects. The success rate decreases drastically for campaigns with a goal of 5000 to 9999, where only 52% of the total 315 projects within that bracket were a success.

***The most successful initial goal bracket (with a minimum of 20 total projects) was 1000 to 4999. 83% of those campaigns had a successful outcome. The least successful goal bracket (with at least 20 total projects) was greater than 50000. Those campaigns’ success rate was 37%. The goal sweet spot seemingly is between 1000 to 4999. If slightly less than 1000, the success rate is 59% and if slightly more than 4999, the success rate is 52%. The target goal of a campaign between 1000 to 4999 displayed the highest success rate out of any bracket with more than 20 total projects.***

3) Around 57% of campaigns with a fixed outcome were deemed a success. It is more likely that a campaign will have a successful outcome than not. Three categories accounted for just about 70% of the total projects with a fixed outcome (690 out of 986 or 69.9%). Theater accounted for 34.6% (342 of 986), Music accounted for 17.7% (175 of 986) and Film & Video with 17.5% of total projects with a fixed outcome (173 of 986). The success rate of each category was similar to that of the total success rate (57%). Theater had a 54.6% success rate (187 of 342), Music had a 56.5% success rate (99 of 175) and Film & Video had the highest success rate of the three with 58.9% (102 of 173).

***The success rate of the primary three categories did not fluctuate too far from the total (57%), but of those three: Film & Video had the highest probability of having a successful outcome (58.9%).***

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

Most projects had an initial goal: between 0 to less than 1000, 1000 to 4999, 5000 to 9999 and 50000 or more. Those 4 brackets accounted for 91.4% of total projects with a fixed outcome (902 out of 986). Goal brackets between 10000 to 49999 accounted for less than 10% of total projects. It is difficult to draw a conclusion for brackets that have fewer than 20 total projects since the sample size of each subset is small. ***Having more projects within each category would be helpful to determine a more conclusive relationship between a campaigns’ outcome and its goal amount if between 10000 to 49999.***

Additionally, having a more even share of categories would help determine the likelihood of success for each.

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

Showing the success rate of a campaign by year and by month would be helpful to see if there is a trend for the timing of a campaign starting. Since the graph and table, we have for that data is related to the number and not percentage.

It would help provide a better snapshot in determining if years or time of year have any significance in the outcome of a particular project.

Also having a graph and table related to the country of that the project is from could help show whether there is a difference in outcome for different countries.

Having a graph and table by bracket of number of backers can help show more specific insight and data in reference to the outcome of a campaign.

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

Mean better summarizes data since the median only is involved in the most common number and does not include other numbers in the list.

A mean includes every dataset in the list, whereas a median only includes the most common number. Having a statistic that represents a greater number of data sets is more useful to making determinations based off of their value.

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

Higher Variability with successful campaigns points to the fact that successful campaigns are more likely to have a higher number of backers compared to unsuccessful campaigns. It makes sense since the Successful campaigns had a greater range between minimum and maximum number of backers compared to Unsuccessful campaigns. The more variability points to the potential of a Successful campaign having more backers.