Questions:

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

* More than half the campaigns were successful with the amount of successful being 56%. The amount of fails were 36% and the amount cancelled was 5.7%, live 14%.
* The theater category had to most mixed failed and live campaigns, with 132 failed and 187 successful
* Journalism has a 100% success rate, although it is the one with the least amount of data. Technology would come in second with a 66% success rate and coming in third photography has a 61% success rate.

What are some limitations of this dataset?

There should be data on the profit after the campaign is launched, would give more insight on whether the campaign was successful or not. There also should be more diversity on the types of categories. For example, journalism had a 100% success rate but with only 4 of them with just audio being a subcategory. The Time period being so short has limitations with only the campaigns being a month or so. The staff pick doesn’t give much info.

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

Some additional graphs I would make are percentages of success and failed. We could do a graph on the country/state which would give us more insight on the geographical location of the campaigns. We could also do a table on the statistics of the pledged/average donation so we could see how much funding each category got.

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

* Mean is more sensitive to extreme values; mean is sensitive to the outliers. The median would be less sensitive to the outliers; therefore it will be the best to summarize 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?

* + A lot of variability in the data, the data has extreme values and the variability is high. The data is skewed to the right for successful and unsuccessful.