**Crowdfunding Report**

Given the provided data, we can draw three conclusions about crowdfunding campaigns. The crowdfunding campaigns included in our data set were successful more often than they were not. The most common categories were in the film, video, and theater industries, especially plays. And a great deal of campaigns received funding well beyond the goal amount they originally set.

Some limitations of this dataset include the fact that the goal, pledged, and donation amounts are listed in several different currencies. It might be clearer to convert them to a common currency before calculating side-by-side comparisons. Another limitation is that there could be many other variables involved in the success or failure of these campaigns that are not listed here. More information about if or how they were advertised outside of the original crowdfunding websites may be helpful, for example.

Existing data suggests some other possible tables and/or graphs we could create for additional valuable information, such as the effects of “staff picks” or “spotlight” on campaign results, or the length of the campaign on its success or failure. Looking more in depth at those campaigns that failed, we could rank them by percent funded to look for trends, for example. We could also investigate ways to parse the “blurb” information for more details on projects to look for trends there as well.

**Bonus Statistical Analysis:**

The mean number of backers summarizes the data more meaningfully than the median because, while the data does skew a bit toward lower numbers of backers due to lower goal amounts, there are several incidents of large backer counts as well, so these are not true outliers. This holds true for both successful and unsuccessful campaigns.

There is more variability with successful campaigns than unsuccessful ones, which does make sense since there are more successful campaigns overall, and more variety in the goal amounts and timeframes which we would expect to lead to more variety in backer counts.