* **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**
  1. Crowdfunding campaigns have an increase in volume of campaigns leading up to June and July, with high success rates, before dropping in success and more failures in August and steadying out the last months of the year.
  2. Theater is the most popular category, and plays are the most popular sub-category based on only the count.
  3. The US has most of the campaigns, so this data is mostly based on American culture and trends.
* **What are some limitations of this dataset?**
* The currencies vary
* Influences by word of mouth/networking
* Economy: if country the crowdsource originates in has a poor economy, they might be less likely to donate.
* The data could be skewed toward more successful or unsuccessful categories.
* The data spans for 10 years, from 2010 to 2020 and there is no adjustment for global economy or events.
* **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**
* Adjusted by population (country). Are some countries more likely to have success over others? Perhaps due to population size/wealth
* Number successful by number of backers: Graph of successful projects by number of backers
* Number successful by average donation of backers: If the average investment of a backer is higher or lower than a different project. Does that influence the likelihood of success?
* Trends in category and sub-category by years and months.
* Percent success over how long the campaign is active.

**Statistical Analysis**

In this case, the median better summarizes the data than the mean, because the standard deviation is high. Since the data contains a wide range of outliers, the mean calculation is skewed by these numbers. With the amount of data provided, the median is a more reliable summary of data.