* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + **Theater** campaigns make up over a quarter of the total campaigns; about half of all campaigns are successful besides Food (48%) and Games (44%).
  + Specifically, **plays** make up the biggest sub-category. With success of over 50%. Rock and Documentaries follow behind in count, but significantly less.
  + June and July we saw a high of successful plans, but all in all there have been more successful plans than failed on a monthly basis. Dip in successful plans post peak in August but evens out towards end of year.
* What are some limitations of this dataset?
  + Distribution of data isn’t too great. As there are a lot of campaigns with very low numbers, but in some cases better success rates than theater campaigns.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + Creating a scatter plot with trend lines can tell us how the data varies and the direction it is trending in. Looking at the percent of success can tell us how truly successful some campaigns are even with a limited number for some. May need a bigger data set to determine the validity, but does show there could be more success elsewhere.

Statistical Analysis

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| --- |
| * The mean best summarizes the successful numbers as the distance between mean and median makes it more skewed |
| * The median best summarizes the failed numbers as the distance between mean and median are much closer |
| * Successful campaigns have more variation and this makes sense because you can have different types of successful campaigns. From moderately successful to highly successful. Comparing to failed campaigns, they are just considered as failed. |