Create a report in Microsoft Word, and answer the following questions:

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

* Right off the bat, we can see large # of crowdfunding campaigns are centered around film & video, music and theater, while digging deeper into each country the US ends up taking a large majority of the campaigns with 763 out of the 1000. Having a large # of campaigns doesn’t necessarily mean success as those 3 categories are at or below average. Of the 9 parent categories, games and technology stick out as well, since games has such a low % of success, while technology has a high % of success, and they are similar industries. (Not counting Journalism since there are only 4 campaigns)
* Looking through the by subcategory tab, plays are making up the majority, but they are the only subcategory of theater, while music and film & video have large # of subcategories. Also, breaking it out by subcategory technology is well represented as wearables and web have high % of success.
* By month at first glance indicates, more campaigns happen during the summer months with a pretty large falloff during the fall months. Using all years of data, August is the worst month to start any sort of crowdfunding campaign, with September being the best.

What are some limitations of this dataset?

* One limitation would be the total # of campaigns coming from countries other than the US, since there are so few it is hard to get a grasp on the true % of successful or failed campaigns without having more data.
* Another limitation would be the total # of campaigns for theater and plays. Trying to view successful or failed campaigns by month or by country is difficult as it is more of an indication of success for theaters and plays, rather than the success or failure of every parent/subcategory.

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

* One chart specifically would be an X Y scatter chart which may show a larger correlation between the theater category and overall success of crowdfunding campaigns.

Statistical Analysis Qs

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

* For this data set, it makes more sense that the median would summarize the data as there are a high # of outliers in both sets, which would skew 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?

* There is more variability with successful campaigns than unsuccessful campaigns. Yes, this would make sense as the mean of successful campaigns is larger than unsuccessful, along with the standard deviation, indicating the data is more spread out.