Module 1 Challenge

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

1. Journalistic crowdfunding campaigns have 100% success rate but are exceedingly rare in this dataset.
2. Theater Crowdfunding efforts are much more prevalent than any other category but fall below both the median and mean success rates of all campaigns.
3. Game Crowdfunding efforts have the lowest rate of success, but this is due to a significant failure rate in the mobile games subcategory. The video games subcategory performs much closer to the median success rate of the data as a whole.

* **What are some limitations of this dataset?**

The use of different currencies makes it difficult to gauge relative success of a campaign. A column that converts all foreign currency to USD would be useful. There is also no measure of how quickly a goal was achieved, which could be a better mark of popularity of a campaign.

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

Creating a graph that tracks average donations by category in successful campaigns could help to understand which types of campaign draw large-dollar donors. A graph analyzing the rate of success vs what the monetary goal is could help organizers to configure their campaign goals for maximum rate of success.

Bonus

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

The median would be a better measure to summarize the data because there are clear outliers.

* **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 in successful campaigns. It makes sense because the successful campaigns were able to exceed 100% of their goal and can continue to collect backers even after reaching their goal. Conversely, a failed campaign definitionally cannot even reach 100% of their goal and will not have as great of an ability to have a large .