**Pivot Tables, Line Graphs, and Stacked Column Charts**

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

* 56% of crowdfunding campaigns in this data were successful, compared to 36% of the campaigns that failed.
* Plays made up a total of 34% of the crowdfunding campaigns. Higher than any other subcategory.
* The United States made up 76% of the crowdfunding campaigns.
* 43% of the campaigns made less than 100% of the pledged amount.

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

* Success of a campaign relied solely on whether or not they made the goal amount.
* The dataset focuses on only 7 countries.
* Average donations are based on the currency of the country, so statistical analysis of this data would need to be converted to a universal currency for all of them.
* Comparison of successful and unsuccessful campaigns by country. This would help understand if there are any disparities between countries and their success rates in comparison to the other countries involved in this dataset.

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

* A graph of the average donations. This would help inform stakeholders on how much backers typically pledge for the different categories of campaigns. However, the data would need to be converted into a similar currency to compare apples and apples. As the currency currently stands, it would need to be compared among the campaigns that have the same currency.
* Box and Whiskers chart. This will help us understand how many people pledged large amounts of data and whether or not the outliers skew the data.

**Statistical Analysis**

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

* The mean takes into account the outliers in this data. If we are trying to understand the data for whether or not they are successful or unsuccessful, and the average number of backers and not just the middle of the data set. The middle doesn’t tell us what the typical number of backers needed. The middle numbers are roughly a quarter of the mean number of backers.

**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 a higher variance for successful campaigns then unsuccessful campaigns. This means there is more variability in successful campaigns then unsuccessful campaigns. This makes sense because failed campaigns never actually reach their goal, so there would be less backers for these campaigns than those of successful campaigns. If the campaigns that failed were successful, then those campaigns would be more likely to have more variability. There is also more data for successful campaigns creating a wider spread of data to analyze.