**Conclusion (Analysis for first challenge)**

1. The crowdfunding campaign registered more successes throughout the 4 time periods than any other outcome.
2. Quarter 3, (August precisely) registered the lowest number of successful campaigns than any other time period. During this time, we could equally see a rise in the number of failed campaigns.
3. The Cancelled and live campaigns remained consistent at the lowest level throughout all 4 time periods of this campaign at <=20.

**Additional tables and charts that could be created.**

We can create pie charts. The only limitation with pie charts is that it can examine only one variable (Column) at a time. But, it is good as it gave an accurate measure of the number of outcomes (successes, failures, cancelled and live) outcomes registered in the data.

The clustered column column histogram equally measured each outcome per period. However, one drawback from using the cluster column was that we can’t accurately determine the trend for each outcome per period. But we can see which outcomes did better than others for each period. The line chart appeared to be superior in this area as we can see the trend per outcome.

**Last question**

* The median is a better measure of central tendency because it summarizes the data better than the mean as it is not skewed by exceptional high or low values. On the other hand, the mean can easily be affected by the smallest change in values.
* There is too much variability with both successful and unsuccessful campaigns because the variance has given added weight to the outliers. In this case the “standard deviation will be a better measure because taking the square root of the variance has removed some of the units to give a more accurate measurement. You can see the results when comparing the means and standard deviations for both successful and unsuccessful campaigns.