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

1. Most successful campaigns are begun in July.
2. Campaigns begun in September have the lowest failure rate.
3. Plays are by far the most common type of campaign.
4. The performance arts (music, film, theater) dominate the funding campaigns.

* What are some limitations of this dataset?

1. Blurbs don’t give useful information. What exactly is being funded?
2. Plays are not broken down into categories (comedy, tragedy, etc.). Do certain categories receive more funding than others?
3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
4. Add name column. Are there multiple campaigns per name? How does that affect outcomes?
5. Add name column. Does the alphabetical order of the names affect outcomes?
6. Add backers\_count. Does the number of backers affect outcome?
7. Add Average Donation. Does the average donation size affect outcome?

**Statistical Analysis**

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

The median better summarizes the data. The mean is skewed due to large outliers. The majority of both successful and failed campaigns have relatively small numbers 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 more variability in the successful campaigns. The standard deviation is higher. It does make sense. Failed campaigns will tend to skew towards fewer backers. If they had more backers, they would be successful. Thus the overall variability is lower. There is no such limit on successful campaigns.