1. **Given the provided data, what are three conclusions we can draw about crowdfunding campaigns?**  
     
   Based on the data provided, we can conclude that the parent category of ‘Theatre’ has the highest number of crowdfunding campaigns, as well as the highest number of successful campaigns, and most of these campaigns are in the US. The US is the country with the largest number of campaigns; however, Great Britain has the highest success rate across all the countries.   
   Within the ‘Theatre’ category, the sole sub-category of ‘Plays’ has both the greatest number of crowdfunding campaigns as well as the highest number of successful campaigns across all the sub-categories. After ‘Plays,’ ‘Rock’ is the next largest sub-category in terms of number of campaigns. While ‘Rock’ has the highest number of successful campaigns within the ‘Music’ parent category, ‘Jazz’ has a slightly better percentage of success than ‘Rock.’  
   When looking at campaigns throughout the year, the months of June and July have the highest number of successful campaigns, as well as the highest percentage of successful campaigns to total campaigns, while August has the lowest number of successful campaigns. Within the ‘Theatre’ category, June, July, and September are the months with the highest number of successful campaigns, while May and August have the lowest number of successful campaigns. For the highest chance of a successful campaign, a Theatre campaign should be run in either the months of June, July, or September.
2. **What are some limitations of this dataset?**  
     
   Some limitations of this dataset include that the data does not indicate through which platform the crowdfunding campaign was conducted (e.g., Indiegogo vs. Kickstarter), which would help determine if one platform has a higher success rate than others. Also, since we don’t know where the data came from or how the sample was selected, it may be skewed for one platform and not necessarily representative of crowdfunding websites collectively. The dates of the campaigns are from 2010-2020, and historical performance may not be indicative of current crowdfunding trends, as they could change over time due to economic climate, socio-political context, etc.
3. **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**Other possible tables/graphs we could create would include the success or failure of campaigns based on whether they were spotlighted, which would help us determine whether having a spotlight on the campaign improves the success of the campaign. A similar analysis could be done with the staff picks. We could also look at the length of each campaign in relation to its outcome to assess whether the length influences its success to determine the optimal length of time a campaign should run for. We could also analyze whether the average donations for a specific category or sub-category are higher than others or look at the companies (names) running the campaigns to see if any are particularly more successful than others. We could create a chart of campaign outcomes based on country and look at the percentage of success across those countries to see where campaigns have the highest chance of success, as well as which categories per country are the most successful.

**Bonus Statistical Analysis**

1. **Use your data to determine whether the mean or the median summarizes the data more meaningfully.**In this case, the median means more than the mean because of the outliers in the data. The range of backers 16 to 7,295 for successful campaigns is quite large, and the mean will be skewed by the outliers (making it larger than the mean in this case). There are a total of 565 campaigns which were successful, and the proportion of those with a number of backers over 500 is ~31%. The mean is 851, which would make you think that most campaigns need roughly 851 backers to be successful, even though ~70% of the successful campaigns had less than 500 backers. If we use the median, it’s a more stable number which we can use as the approximate number of backers you might have as a target for a successful campaign. The median of 201 for successful campaigns makes more sense in this case.
2. **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 the successful campaigns. The variance and standard deviation measure against the mean, which in this case we determined was less useful/more misleading than the median. Knowing that the standard deviation for successful campaigns is 1,267 versus 961 for unsuccessful campaigns doesn’t tell you a lot, except that there is a pretty large spread in the number of backers for both successful and unsuccessful campaigns.