**Three Conclusions we can draw about crowdfunding campaigns:**

1. There is 56% success rate for crowdfunding campaigns within calendar year (Jan- Dec).
2. Overall, across all countries the most successful category for crowdfunding campaigns was in theater specifically in subcategory of plays with 187 successful campaigns.
3. Overall, the best time of the year for successful campaigns was in July.

**Limitations:**

We don’t really know the definitions of the “outcomes.” As an example, could a “live” and/or “cancelled” outcome also be “successful.” What defines a live or cancelled campaign. I believe we need more context or understanding of what outcomes mean.

There are multiple countries listed in the data which would suggest differing populations. The population of each country would affect the outcome of reaching campaign goals. We don’t know the specific population used for each country. Additionally, each country has its own currency and the data states varying currencies. We would need to standardize the currency to one and convert the currency (obtain foreign exchange rate) to get a more standard comparison.

Possible group the countries by region (continent), create a pivot table representing the region and the average outcomes for each and create a bar graph or line graph with a trend line.

**Statistical Analysis**

Mean or Median better? Mean is better representation as it’s taking the entire data set and obtaining the average, while the median is just taking the average of the two middle values. Mean will be providing a more accurate value.

Is there more variability with successful or unsuccessful campaigns?

Data with similar values (smaller spread) have little variability, whereas data with a wider spread has high variability. Based on the data there is more variability with successful campaigns than unsuccessful ones, the spread is wider hence higher in variability.