* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + The most common crowdfunding campaigns are related to the performing arts with 697 campaigns starting in the Film & Video, Music, and Theater parent categories out of a sample of 1000 campaigns.
  + While crowdfunding campaigns run at a similar rate throughout the year, they do appear to have the most success in the summer months.
  + Documentaries are the most successful genre within the film category for crowdfunding, while rock is the most successful in music.
* What are some limitations of this dataset?
  + 763 of the 1000 data points come from campaigns run in the United States, making it difficult to say the overall trends apply worldwide.
  + The countries represented do not offer much racial diversity, and the main cultural diversity would just be nuanced differences between predominantly European cultures.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + Backer Count with Years and Parent Category filters would give more detail on popularity of campaigns in addition to success rate.
  + Staff Pick/Spotlight vs Success Rate could show if the selection influenced how successful the campaign was.
  + Pledged vs parent category could be interesting. Maybe some categories are more successful because they’re more affordable and not because they’re more popular.

Analysis

* The median better describes this set of data. The maximum number of backers for both successful and failed campaigns are quite high compared to the median, this leads to the mean being skewed towards the higher number of backers. Only about 30% of the campaigns in each category had a backer count higher than the average, so it’s less representative than the median.
* There is more variance in successful campaigns. A simple reason is that there’s 200 more successful campaigns than unsuccessful campaigns and the standard deviations are roughly 30% different. This makes sense to me because I feel as if people are more likely to continue to donate to a campaign that has already reached its goal than one that looks unlikely to reach it at all.