**Crowdfunding**

Given the provided data one can see that almost all categories were more successful rather than unsuccessful. However, we need to focus on specific revenue for each category. When looking at the Stacked-Column Sub-Category chart, one can conclude that the categories such as Plays, Rock, documentary, drama, photography books, etc., show to be extremely successful when bringing in a lot of revenue. Looking at the categories like audio, metal, world music, and radio podcast, we see that it did not really succeed in bringing in much revenue for charity because of the lack of participants. For our next table, we should focus on the specific categories that were proven successful with a high-income amount and have a chart comparing how much we spent in marketing for that category. This will allow us to see how much money we truly profited. We also need to turn our attention to the targeted audience that participated in each of the charity events by looking at the demographics of people who attended. In the future, this will allow us to market for the particular audience that shows more interest in that category.

**Statistical Analysis**

In order to better assess what would be more successful in summarizing the data, I created a box-and-whisker plot chart. This chart it is showing most of the distribution is right-skewed, therefore median best summarizes the data. Looking at the median number of backers, this proves that there is more variability with successful rather than unsuccessful campaigns. The overall information on each individual spreadsheet in this excel document proves the median on this particular spreadsheet to be correct.