**Conclusions from Initial Review**

After reviewing the dataset, one conclusion that can be drawn is that the arts of theater, music and film/video make up a significantly proportion of the data set compared to other categories, with theater containing the most campaigns by a nearly 2-to-1 margin over Music. When breaking down into sub-categories, plays account for 34.4% of all crowdfunding campaigns.

Another conclusion I observed was that the campaign had higher chance of failure with a high goal, and increased success with a lower goal.

Lastly, a final conclusion that can be drawn is that the summer months of June and July show the most campaigns, but also appear to show higher chance of a successful campaign, followed by a sharp drop in success in August.

**Dataset Limitations**

Some limitations of the dataset include it being difficult to determine why some campaigns in certain categories succeed while others fail. It also does not provide any details regarding staff\_pick or spotlight fields of data. The data also does not specify reasons for cancelation.

Additional items I think would add value would be an additional fields of pass percentage and fail percentage to be able to see clearly if there is any chance of increased success by category. I would also add another graph displaying rates of success vs. goal. This would be able to display the correlation of goal amount vs. the rate of success I mentioned earlier.

**Statistical Analysis**

After reviewing the mean and the median, I would be more inclined to use the median due to the fact that the mean for both successful and failed campaigns is significantly higher than the median, indicating that there were some campaigns with a very high number of backers, resulting in the mean being skewed much higher.

Also, there is a little more variability with successful campaigns over unsuccessful ones. I think this makes sense as successful campaigns benefitted from having ideas/products that people are interested in and excited about, which may lead to small set of campaigns getting large numbers of backers comparable to others.