**Crowdfunding Report**

Questions from Pivot Tables:

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + 1. The most common type of crowdfunding campaign based on both category and sub-category is theater/plays.
  + 2. It appears that there is an uptick in crowdfunding campaign creations during the summer months, as we see a large jump into July and August and then a decline beginning in September.
  + 3. Based on this data set, crowdfunding campaigns are not incredibly popular among journalism groups but of the 4 campaigns created within this category, all 4 were successful. It would be interesting to see if this trend of successfulness would continue for the journalism category if more campaigns were created.
* What are some limitations of this dataset?
  + I’m not sure where this data was pulled, as we have limited information, but this data set may not be representative of the entire crowdfunding campaign data set. There could be missing data that would be important for interpretation, or some of the data could have been reported in a way that does not accurately represent what happened. Additionally, there are multiple crowdfunding platforms with varying advertising abilities, so to make an even better assessment, we would need to look at data across all platforms.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + We could have utilized both scatter plots and pie charts. The scatter plots could have been useful for looking at data based on location, such as which categories of crowdfunding campaigns are most common in certain geographical regions. We could have used pie charts to visualize percentages of successful, failed, canceled, and live campaigns in a different way.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Questions from Statistical Analysis section:

* Use your data to determine whether the mean or the median better summarizes the data.
  + For both the successful measures and the unsuccessful measures, we see that the median is much lower than the mean. In this particular case, I calculated skewness, which showed me that both data sets are highly positively skewed (2.17 for successful and 2.69 for unsuccessful). Thus, it seems like the median would better summarize this data set.
* Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?
  + The calculated variance and standard deviation for the successful campaigns appears to be higher than the variance for the unsuccessful campaigns, meaning there is more variability and dispersion within the successful campaigns. This would likely make sense, as some successful campaigns reached well over their targeted goals and had large numbers of backers, which would potentially lead to more dispersed and variable data.