**Crowdfunding Written Report**

Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?

Theater is the most common category for crowdfunding campaigns, followed by film/videos and music. Of the film/videos category, documentaries are the most common subcategory and the most successful for crowdfunding. June and July are the most common date created campaigns that are successful.

What are some limitations of this dataset?

A limitation that I can think of is not having any data as to who the backers are. Are these regular people who believe in a good cause? Are they wealthier people or even philanthropists that the campaign marketed their crowdfunding to? Another limitation is to how well was the campaign marketed? There isn’t any metric in the data in regard to marketing the campaign that could give some additional insight as to why the campaign was successful, had failed, or was canceled.

What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

It would be interesting to see how long it took for the campaign to end, whether that means it was successful, failed, etc. For the successful ones particularly, it would be valuable to create a table of the duration of the campaign, the goal amount, the number of backers, and the category. It would offer a better idea of what crowdfunding campaigns backers found worth supporting and give insight as to how well the campaign did in finding people to support it.

**Statistical Analysis**

Overall, I would say the mean better summarizes the data. While the mean and median in both successful and failed campaigns have a difference of a few hundred, I don’t believe that the distribution of data values are skewed enough to go with the median. The mean gives a good representation of the average amount of backers for successful and failed crowdfunding campaigns.

There is more variability with successful campaigns than failed campaigns. The standard deviation is higher in the successful campaigns even when you consider the minimum and maximum of backers for both types of campaigns. It makes sense that there is more variability in the successful campaigns because the overall number of successful campaigns are higher than failed campaigns and the difference between the maximum and minimum number of backers in the successful campaigns is higher than the failed campaigns.