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

* The ‘Theater’ category is a very popular category for crowdfunding campaigns with a total of 344 campaigns. The ‘Journalism’ category had the most success with a success rate of 100% but a very small sample size of only 4 campaigns. The ‘Technology’ category had the second most success with a success rate of 67% and a sample size of 96 campaigns.
* There is an increase in the number of successful campaigns from the month of May to July and then a severe drop in August.
* Campaigns with a goal of 15000-19999, 20000-24999 and 30000-34999 had 100% success rates but small sample sizes of 10, 7 and 7 respectively. Campaigns with a goal of 1000-4999 had the second highest success rate of 83% and the second largest sample size of 231 campaigns.

1. What are some limitations of this dataset?

* Certain categories have a very small sample size.
* The currency isn’t consistent across all campaigns.

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

* The Scatter Plot to identify a positive or negative relationship between two variables and adding a trendline to further visualize this relationship. Like percent funded vs outcome or backers count vs outcome.
* Box and whisker plots to visually identify potential outliers.

1. Use your data to determine whether the mean or the median better summarises the data.

* The median better summarises the data as the median value low in comparison to the mean. This means the data is right skewed and most values are small and there are fewer large values that are pulling the mean to the right.

1. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

* There is more variability in successful campaigns. This does not make sense as you’d expect there to be some consistency in the correlation between the number of backers and the success of campaigns.