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

1. The first conclusion we can make is that the best categories to try to have a successful crowdfunding campaign are Theater, Film & Video, and Music. These three categories accounted for 68% of all successful campaigns out of the nine categories total.
2. Another conclusion we can make is the plays sub-category had a minimum of 3x the the number of campaigns compared to the other categories. It has the most competition, and the most successful campaigns, but also the most failed campaigns.
3. The final big conclusion we can make is that the more funded a campaign is, the more likely it is that the campaign will be successful.

**What are some limitations of this dataset?**

1. One big limitation I see is that we don’t have a standard set of currency to compare how successful campaigns were at raising money to other countries.
2. Our data is a little outdated, startups that worked in 2010 are probably not going to run as well as startups in 2024. Trends change and seeing how the data changes over the past few years is critical

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

1. I would like to see success rate by country and category. What categories actually have the highest success rate and in what countries. That can help influence a Campaign starter and what type of campaign to create.
2. I would create a graph that converts all the fundraising, goals, and average donations to one standard currency, regardless of country. This will help provide a better visual of how countries campaigns compare to other countries on an even playing field.
3. I would like to show the success rate of campaigns by country. Some countries may be better off to start a crowdfunding campaign than others and in specific categories. We have a graph that shows outcomes based on country, but I want success rate of each country and filtered by Parent and Sub category.

**Use your data to determine whether the mean or the median better summarizes the data.**

I would use the median. I believe it shows a truer relationship to the number of backers per campaign both for successful and unsuccessful campaigns.

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

I believe it makes sense, it eliminates the huge outliers that some of the extremely successful and unsuccessful campaigns gather in backers. A median significantly lower than the average for both successful and unsuccessful campaigns mean the high number of backers greatly influenced the average and isn't quite accurate of the true number of backers per campaign.