**Conclusions**

Given the provided data, we can conclude that, though there is some definite variation in popular project categories among each country, the three most popular categories for crowdfunding project overall are film & video, music, and theater; and that within those categories, plays have a vastly larger success rate for being fully funded. We can also conclude that the months of June and July seem to have a marked increase in campaigns being successfully funded compared to the rest of the year. And lastly, the conclusion can be made that campaigns with a goal of $15,000 to $30,000 have a distinctly higher rate of being successfully funded, with a slight drop around the middle at about $25,000, which still remains higher than goals at any other amount.

One limitation of the dataset is that it doesn’t give a good picture of funding over the life of the fundraising period. If the goal is to figure out what makes a project successful, we would also want to look at how the creators motivated backers to donate over time, and which methods were most successful at gaining donations. The dataset is also very broad regionally but also not large enough of a sample. It’s broken down by country, but there aren’t very many countries represented, and we could also get a better picture of how to motivate backers and gain donations by doing an analysis of smaller parts of a country, as there is nearly as much difference sometimes in the regions of a country as there is between countries.

Another possible table or graph we could create would be a graph showing the time it takes for a project to become fully funded within the time period between launch and deadline. Some projects would likely be funded before the deadline and knowing how much enthusiasm a project garners from the time of its launch could be useful to gauge how long you would really have to hold people’s interest in order to ensure a project would be funded. We also have a column displaying the average donation amount among the backers of a project and that could be used in a graph or table to show what the average donation was for all successful projects vs. failed and cancelled projects.

**Statistical Analysis**

The median would better summarize the data in this instance, because the large difference between the mean and the median suggests that there are many outliers, and therefore focusing in on the middle of the data range gives a more accurate summary.

There is more variability with successful campaigns as far as the number of backers for a campaign. This makes sense because the number of backers needed for a campaign would vary by the average donation amount and what the goal amount for the project is. With failed campaigns, you would expect smaller numbers of backers since the campaign was not fully funded and therefore the variation in numbers of backers would be smaller overall.