**Written Report**

Given the provided data, one conclusion that can be drawn is that most campaigns tend to have goals under $10,000, but the much smaller set of goals above $10,000 have a higher rate of success. Another conclusion that can be drawn would be that campaigns based on entertainment are very popular, campaigns for plays especially so, but not at a necessarily high success rate. Lastly, one could suppose that it would be smarter to start a campaign before August than afterwards if one wanted it to be successful.

A limitation of this dataset is that there is no information regarding how much money was invested into each campaign by their creators, as the goal does not necessarily reflect the cost to start a campaign. I believe having that information would give a better perspective on each outcome.

With this dataset, we could also explore Staff Pick or Spotlight designations and their effects on the outcome of each campaign with a pivot table or bar chart to see the impact that increased visibility has. We could also investigate the outcomes by country, but it may not be as useful a metric for starting your own campaign if those starting the campaign do not have the resources to move countries.

**Statistical Analysis**

The mean better summarizes the data for these sets because the medians, 201 for successful campaigns and 114.5 for failed campaigns, are low compared to the rest of the data that gradually increases into the thousands with no real outlier and a high standard deviation from the mean.

Given the data, it appears that there is more variability with successful campaigns, with a variance higher than that of the failed campaigns. This makes sense as there are more values spread over a larger distribution in the successful campaigns.