**Module 1 Challenge Report**

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

* About half of the campaigns from the sample size end in failure, regardless of category.
* Crowdfunding campaigns had a higher success rate during summer (May-August).
* The most common parent category for the campaigns is theater, which correlates with the most common subcategory, plays.

What are some limitations of this dataset?

* Small sample size of only 1000.
* Limited categories of crowdfunding campaigns.
* Does not show demographic of the backers.

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

* An additional table can be created for how much money raised per category, and a bar graph to accompany it. This would provide additional information on what is a realistic goal to have when launching a crowdfunding campaign in a specific category.
* An additional table can be created for the number of backers per category, and an accompanying bar graph to accompany it. This would provide additional value in seeing how many people were interested in the campaign enough to back it and give further information when estimating the goal and evaluating the amount of interest it would have, depending on the category.

**Module 1 Challenge Bonus Analysis**

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

* Median is better to summarize the data because the outliers would skew the data too much if we were to use the mean.

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

* The successful campaigns showed more variability based on the larger variance and standard deviation. Successful campaigns had higher variability because they had a higher amount of backers.