**Crowdfunding report**

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

Three conclusions can be drawn. Firstly, the United States contributed the most to crowdfunding across all categories. Theater, music, and film/video were the most popular overall in terms of people pledging, whether the campaigns were successful or not. Examining their subcategories, these genres also proved to be among the most popular. However, it appears that technology has a significantly higher overall success rate in meeting their goals.

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

One limitation of this dataset is that we do not know why people donated to a specific company or person. It doesn't provide information on the reasons and understanding the 'why' is crucial. This is important because it helps answer the specific question: What are the preferences that people have in terms of categories when choosing to donate to a company or person?

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

Another graph that would provide great insight is a table grouping all companies with the same category in the columns. The rows would indicate whether they succeeded, failed, or fell into other outcomes, with a grand total at the end. This will show us which companies or individuals are most likely to succeed at meeting their goals based on their category.

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

The mean best summarizes the data because it provides the average number of all backers, whether successful or not. In contrast, the median simply gives us the middle number, offering no real meaning to the data.

**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 than in unsuccessful campaigns. This makes sense, as the chances of a goal being unsuccessful are usually much higher."