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

After analyzing data from 1,000 crowdfunding campaigns, we have identified key trends and patterns that determine the success of campaigns calling for contributions. Our focus was on determining the most successful fields and times of year for campaigns, as well as the reasons behind their success or failure. With the parent category, the most successful category was "theater," with 344 campaigns, followed by "film & video," with 178 campaigns, and "music," with 175 campaigns. Of note, the "stage" category was nearly twice as successful as the second and third categories. Conversely and interestingly, the "newspaper" category had only four campaigns, but all four were successful. This suggests that donating to entertainment and theater categories may yield greater success than print media (journalism) campaigns.

In the sub-category, "plays" is the most successful sub-category and outperforms other sub-categories by 4 times, with 344 campaigns compared to 85 for the second-ranked category, "rock" music. It seems that people tend to donate more towards categories related to entertainment, which makes events a great place to conduct a donation campaign since it's easier to gather a large crowd. However, categories like world audio and music tend to receive less attention and are the least successful in terms of donations.

Based on a time chart analysis, it appears that July was the most successful month, while January and August were ranked as failures. The data suggests that people tend to spend more during major holidays such as New Year's and Independence Day, which may leave them with less money to donate in the following months.

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

It's important to note that the data source we're working with has a few limitations. For instance, some campaigns that are either active or canceled may have incomplete data. Additionally, the number of campaigns in some categories is significantly higher than in others. To illustrate, there are 344 campaigns in the "theater" category, whereas "journalism" only has four. However, it's worth noting that the success rate of the "journalism" category is 100%. Due to these limitations, it's possible that some of the conclusions drawn from the data or charts may not be entirely reliable.

The dataset must include geometric information to gain insights into success and failure rates across states and counties.

Additionally, a larger dataset is required for better understanding as the current one is limited to 1000 data points.

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

A pie chart illustrating the proportion of successful campaigns within the total number of campaigns (in both cases of parent category and sub-category) would provide a more effective visual representation of the category's efficiency. For instance, in the case of the "technology" category.

A table or pie chart displaying the average donation amount per campaign outcome would help identify the most cost-effective campaign.

**Statistical Analysis**

Based on the analysis conducted, it was found that the variance in the number of backers in the successful group was higher than that of the unsuccessful group. The mean values of both groups are significantly greater than their corresponding median values, suggesting a non-normalized and left-skewed data distribution. Therefore, it is more appropriate to use the median to summarize the data. This is because the median provides a better measure of the central tendency of the group and considers the skewed properties of the data.