* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + In the first pivot, we’re able to see that 56.5% of the campaigns were successful. The most popular of the categories is plays with a 54.4% success rate.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Count of outcome** | **Column Labels** |  |  |  |  |
| **Sub Category** | **canceled** | **failed** | **live** | **successful** | **Grand Total** |
| film & video | 11 | 60 | 5 | 102 | 178 |
| food | 4 | 20 |  | 22 | 46 |
| games | 1 | 23 | 3 | 21 | 48 |
| journalism |  |  |  | 4 | 4 |
| music | 10 | 66 |  | 99 | 175 |
| photography | 4 | 11 | 1 | 26 | 42 |
| publishing | 2 | 24 | 1 | 40 | 67 |
| technology | 2 | 28 | 2 | 64 | 96 |
| theater | 23 | 132 | 2 | 187 | 344 |
| **Grand Total** | **57** | **364** | **14** | **565** | **1000** |

* + In the month of May, we start to see an upward tick leading up to August which ends with August being the most successful month and then the downward descent.
  + Of the parent categories listed, we see those theaters be the most successful out of the categories. We can also see this reflected through the subcategories with plays being the most successful of those categories.
* What are some limitations of this dataset?
  + The duration of each campaign may play a part as to whether it’s a success or not.
  + The variation in demographic or geopolitical location may also play a part in this dataset as well.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + As mentioned above, I would like to see the donations broken down by region or even more granular such as state and then maybe have median income for that state listed as well to see if we have a correlation.
  + See if there’s a correlation in the campaign timelines and see if that equates to a campaign being successful with a line graph displaying.
* Use your data to determine whether the mean or the median better summarizes the data.
  + In this scenario, the mean appears to be a better way to summarize the data. With the variance in doners being such a large range, the median may not be the best option. Especially when you compare it to the largest number of backers.
* Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?
  + Looking at the data, it looks like there is more variability with the successful campaigns. Because there were more backers attached to the campaign, there was more of a variance. Because of this, it does make sense.