**Module 1 Excel Challenge**

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

* Given the data, crowdfunding campaigns are 56.5% likely to be successful, 36.4% likely to fail, and 5.7% likely to be cancelled. Crowdfunding in category of theater has the highest amount of campaigns, with a 54% chance of being successful, a 38.4% of failing, and a 6.7% chance of being cancelled. Film and video is the next highest with a 57% chance of being successful, a 33.7% chance of failing, and a 6.2% chance of being cancelled.
* The sub-categories with the highest total include plays, rock, and web. There are some sub-categories with a 100% success rate (audio and world music); however, the sample size is too small to derive a solid conclusion.
* According to the data, the month that has the highest success rate is July. From May to July, the success rate is steadily increasing, and then in August it drops.

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

* Some limitations of this dataset is that there is not enough data for some categories and sub-categories to derive solid conclusions.

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

* One table that we could create is one that would compare the date created and the date ended and whether it was successful or failed. This would provide insight to if the amount of time between a campaign’s start/end has any correlation to the success or not.
* Another table that would be helpful is a more detailed table that shows the success rate, failure rate, and cancellation rate of each category.

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

* The median better summarizes the data since there are some outliers. Since the mean is more distorted by the outliers than the median, the median should be used to better summarize the data.

1. **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 with successful campaigns. This does make sense since there are outliers in the data (for example the highest count is 1396 while the rest of the data is mostly between 100-200).