1. **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**
   * 1. Data suggest that Theater campaigns resonate well with crowed funding audiences, with a total of 344 campaigns. The highest number of successful campaigns (187) too are from this category.
     2. Certain niche categories/sub-categories such as journalism, audio and world music seem to have a very high success rate which could indicate a very passionate audience willing to support categories within their interest.
     3. The web sub-category has 36 successful campaigns, out of total of 51 campaigns highlighting the importance of technology within the crowdfunding arena.
2. **What are some limitations of this dataset?**
   * 1. The data set does not consider the marketing & promotion strategies employed for each of these campaigns, which can significantly impact the success of the campaign.
     2. The data does not include demographic or geographic data about campaign creators and backers.
     3. The data lacks certain context such as campaign goals, project descriptions and duration which can impact the success of each campaign significantly.
3. **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**
   * 1. A table/graph indicating the success rate (%) would enable to the reader to quickly identify categories/sub-categories that have higher rate of succeeding and help build confidence among potential doners.
     2. A table/stacked graph merging both category and sub-category data would enable the reader easily to identify sub-categories which are performing/under performing within each category.
     3. A table/bar graph indicating the number of backers for successful and failed campaigns may help the reader analyze the relationship between the number of donors and the success rate of the campaigns.

**Statistical Analysis**

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

Given the varying degree of backers between each campaign, and the presence of outliers it is recommended to use the median 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?**

Successful campaigns have significantly higher variability, which does make sense. This indicates the broad range of backers behind each campaign. The lower level of variability of unsuccessful campaigns may suggest that these campaigns are consistently receiving a similar level of backing.