**Statistical Analysis**

Three conclusions we ca draw about the crowd funding campaign is one, from the first pivot table made we can see that from the parent categories “theater” had the highest outcome count of success compared to our other 8 parent categories. Secondly however we can see on our second pivot table that plays had the highest number of campaigns which show why theaters category had the highest outcome of success. Lastly from our third pivot table we learn that July had the highest successful outcomes compared to the whole year. Some limitation of this dataset is that it is not current to date therefore trends could change to see what parent category is producing the high successful outcome count (profit). Additional tables we can add to this spreadsheet is a pivot tables with line graph that shows only the success outcomes of the different campaigns in the subcategory to see which projects specially are most successful. Or a table that shows which campaigns were done in the month of July so we can conclude why that was our best month.

Since there are a very large number of backers counts, I think it would be best to use that median to summarize the data since the median would give you the midpoint of the data compared to the mean which would give you the average which could be brought up due to the high numbers of backer counts. The standard deviation between success (1266.24) and unsuccessful (959.99) which shows that there is more variability in successful campaigns since a higher average number of backer counts.