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**Module 1 Challenge Questions**

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

1. Plays take up a vast majority of crowdfunding campaigns

2. Having a goal greater than $50k gives you the lowest chance of success

3. While plays have the highest majority, Journalism and Technology have the highest successful conversion rate.

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

1. There are only 1000 campaigns to pull data from. This is a very small set to try to draw conclusions from.

2. The data only covers a handful of categories/sub-categories.

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

A chart comparing duration to outcome. Successful is the highest outcome and also has a greater range variance. It would be good to know if that was due to the duration of the campaign

A comparison between outcome and staff-picked, or outcome and spotlight. it would be good to know what percent of the staff-picked or spotlighted campaigns became successful versus the ones that weren't staff-picked or spotlighted. It would also be good to know which has a bigger effect on outcome.

##Bonus Statistical Analysis  
**Use your data to determine whether the mean or the median summarizes the data more meaningfully.**   
Median: The standard deviation is too high to consider the mean

**Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**   
Successful. Yes. For a couple of reasons.   
1: There are 55% more successful campaigns so there is a much likelier chance of a greater range.   
2: If a campaign is seeing success, it is much more likely to continue for a longer time.