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

* **Three conclusions we can draw from the Crowdfunding Campaigns are:**
  + One: There is no correlation between the month of the year and whether a campaign will be successful, unsuccessful, or canceled.
  + Two: Plays are the most commonly created crowdfunding campaign subcategory that is created, and theater is the most commonly created category.
  + Three: There is a potential correlation between goal and whether a campaign is successful. Campaigns that the funding goal is between $15,000 and $34,999 are more likely to be successful. While campaigns that the funding goals are lower than $15,000 or higher than $35,000 do not have a higher likelihood of success or failure.
  + The number of campaigns created year over year is steady and not increasing or decreasing.
* **What are some limitations of this dataset?**
  + **Some limitations of this data set are:**
    - We do not know what donors are receiving for their donations to these crowdfunding campaigns. With most crowdfunding campaigns donors get incentives for donating certain amounts. Since we don’t know what these are for the different campaigns, this may highly incentivize certain categories, sub-categories, or even just specific campaigns.
    - This data set only covers 2010 to 2019 with 2 data points from 2020. The assumptions made from this dataset could be drastically different from 2020 to 2024.
    - We do not know what database this data came from or if it came from multiple databases ie. Kickstarter or IndieGoGo. The campaign backer or creator experience is not taken into effect.
    - We do not know how each of these projects are promoted, does the creator have a large following? Are there marketing dollars put behind getting funding? Is there any incentive to social share and help the project get funded? All those factors can influence whether a project is successful.
    - As well, we don’t know what each campaign is aiming to accomplish and the popularity possibility of these outcomes. While Theater is the most popular category, certain plays topics or certain creators may be more popular and tend to get funded more frequently.
* **What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**
  + We could create a table and line graph that shows percentage successful, failed, and canceled by Country to see if the origin Country has an influence on success rate for crowdfunding campaigns.
  + We could create a table that looks at average length of crowdfunding campaign and whether that impacts the percent chance of a campaign being successful.
  + We can also look at the average length of crowdfunding campaigns by category and subcategory to see if category or subcategory have a correlation to the length of campaign.
  + We can also look at the length of campaign and number of campaigns by category/sub-category to see if the certain categories/sub-categories tend to have longer or shorter funding campaigns.

**Use Excel to evaluate the following values for successful campaigns, and then do the same for unsuccessful campaigns:**

* **Use your data to determine whether the mean or the median better summarizes the data.**
  + The median best summarizes the data due to the large right skew of data in this data set. This means the majority of the data lives on the left side, or smaller volume of backers per campaign, and there are outliers on the right side, or larger volume of backer per campaign, skewing the average. This makes the median the best representation of how many backers there tend to be for the average crowdfunding campaign.
* **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 in the data for successful campaigns. The right skew of the data for successful and unsuccessful campaigns makes this make sense. While both sets have skewed data and right sided outliers, the successful campaigns is a larger data set with a larger amount outlier than the unsuccessful campaigns.