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

The most successful campaigns that were observed were those that were involving theater type campaigns. This is likely due to there being that there were more plays than any other sub category which also shows them having the most fails and canceled campaigns. Causing this to be a potential outlier for the other different parent campaign types and to not be taken in actual truth but as something that they can gauge against.

Also around May thru June we see the most success with the campaigns and then around August we see a spike in campaigns that either failed or were cancelled.

Then as we near towards the end of the year we see more failed and canceled campaigns than we do successful campaigns.

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

Some limitations that we can see in this dataset is the lack of demographics provided. We only really have the country of origin. If we have some more demographics, we could possibly do more analysis on the region and location of each campaign to see why one did better than another. Also, if we can have another column or two describing the type of campaign more in depth other than just the parent and sub category. For example, food, what type of food is being served. We can then look and see what types of food and location are successful and vice versa. Also, if we can have one type of currency used in the analysis so we can better provide an analysis since money have different outcomes in different countries. So, if we could had a converted currency so we can give a more accurate description to our stakeholders instead of having multiple different currencies being used in the outcome we could provide a more conclusive decision or analysis.

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

We could have looked at a graph or chart comparing the different countries and look to see which campaigns were more successful there and look at also what different types of campaigns were typically launched in their respective areas. We could’ve possibly done a comparison on the time length a campaign ran to see if those that were ran longer were more successful or not. Do a comparison of the total average of donation by country to see if one country or another is willing to spend more money on a certain campaign or not.

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

The mean would better represent this data set since there are a lot of counts that are in the thousands and if we were to limit it to just the median, we would be misrepresenting the data as we have records that are way above the median.

**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 successful campaigns. This does makes sense as to the goal for each campaign is different from one another. Some have low goals while others have very high goals. So, we will see a change in the data provided. Since the goal is not the same across the data set so there would be a fixed pattern in the data since we did not have a same goal or similar goal with the dataset provided.