* **Create a report in Microsoft Word, and answer the following questions:**
* **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**

1. We can see that almost 70% of the campaigns are within the category of “Film and Video”, “Music” and “Theater”. Most of the backers supported the campaigns under these 3 categories as well.
2. We can see that number of campaigns are almost evenly distributed to every quarters. August has the most number of the successful campaigns within a year. January has the most number of the failed campaigns within a year
3. We can see that percentage of success is 100% when the goal is set to 15000 to 24999 and 30000 to 34999. This means the project within this size usually has a higher successful rate.

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

We are not able to see the information on the backers that supported these campaigns. For example, if the data sheet shows backers’ geographic region, gender and age. We could better analysis the backers and their supporting behaviour.

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

We could also use the Goal vs Pledged graph to see the percentage of success and failed campaigns if the supported fund meet the goal or did not meet the goal. We could analysis the successful or fail rate based on the percentage of fund received.

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

Median is better to summarizes the data. Since the outcome of the backers count is not evenly distributed across the range. For example under the “Successful” backer count, most of the campaign backer counts are within 16 to 556. In this case, we need to avoid using mean value in order to avoid distortion by the outliers. So we would use Median value.Image

* **Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**

From the data, it looks like the data for the Successful Campaigns has more variability. We can see from the Failed diagram below that as the number of backers counts increases, the failed campaign decreases. However, we do not see the same pattern from the Successful Campaigns. This makes sense for the Failed campaigns, because we should see the Failed Campaign decreases when the number of backers increase.

