* **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: Looking at the Pivot by Category Chart, we can see that the theater category had the highest number of successful crowdfunding campaigns.

2: Looking at the Pivot 3 Chart, we can see that the highest number of successful crowdfunding campaigns take place during June and July.

3: Looking at the Goal Analysis Chart, we can see those campaigns with a funding goal of either $15,000-$19,999 or $30,000-$34,999 were the most successful.

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

The data is limited to a relatively small number of countries. To get a more complete picture of crowdfunding trends on a global scale, data from more countries is needed. There may also be some extra categories that could be added to the data to get a more complete picture. For example, there are many crowdfunding campaigns which aim to raise money for people who have suffered accidents or from a natural disaster.

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

I would be interested in adding information that would allow us to assess the effectiveness of each crowdfunding campaign. We only know if a campaign was successful or not but we don’t know why. It would make sense that there we be a relationship between the amount of money raised with the amount of advertising a campaign used. The more people see the campaign would perhaps increase the chances of them donating money. So I would like to see a table of money spent on advertising against money raised in the campaign. The value added by doing this is that we start to understand what causes a campaign to be successful or not.

**Statistical Analysis**

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

To answer this, I plotted histograms of the data for successful and failed campaigns (see Excel sheet). Both graphs are skewed, not normal distributions and both have possible outliers. For this reason, the median may be a better summary that the mean in this case.

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

The variance and standard deviation for successful campaigns is larger than for failed campaigns. I think this makes sense as failed campaigns would have a smaller range of backers, starting at zero.