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

Based on the sub-categories pivot graph, theater plays were the most successful form of campaign with a success value of 187, although it did have the most failures with a value of 132.

According to the parent-categories pivot chart, journalism was completely successful with a value of 4, and 0 failures.

Based on the pivot chart comparing parent-categories to dates, campaigns were cancelled year-round, always under the value of 10 per month. The number of failures stayed between 20-40, and the number of successful campaigns remained consistent between 40-60.

* What are some limitations of this dataset?

Some limitations include outside factors of the outcome of events, such as unforeseen weather, events being indoors/outdoors, commuting, cost, proper advertising, and audience. The data was also gathered from different countries and computing different currencies.

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

A table I would be interested in seeing is one that includes the “staff pick,” “spotlight”, and comparing it to the outcomes. I am wondering if these events were organized based on the employee’s interests and if it had any effect on the outcome, such as advertising, attendance, and effort into the campaign management.

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

The median better summarizes the data not being normally distributed.

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

The mean showed that there was more variability in the successful campaigns than the unsuccessful campaigns.