**Crowdfunding Goal Analysis**

Given the provided Data we can conclude the following:

* Theater was the most successful crowdfunding category with 187 successful outcomes and over 264,000 backers.
* The success of campaign was the highest during the summer months.
* While the “entertainment” Categories were the highest funded, it also seems like they had the highest level of “failed” outcomes.

One of the main limitations of the data set is that while we are able to see how many backers each campaign had, we are unable to see the contributions of each backer. Without that information we are unable to see if the reason the contributions were as high for the “entertainment” related crowdfunding campaigns was as a result of one backer contributing significantly more than the rest of the backers skewing the data in favor of the entertainment related categories.

Some other graphs we could use to visualize the data is a scatter plot showing the goals versus the amount pledged, this would compare how the backers have pledged in comparison to the initial goal. We can also use a pie chart to visualize what countries had the most pledges.

**Statistical Analysis**

Between the mean and median, the mean best summarizes the relationship between the campaign’s success and the number of backers.

Based off the data, successful campaigns have a higher variability which makes sense since the campaigns with a successful outcome have a wide array of backers. The successful campaigns also have a higher deviation so if looked at on a scatter plot you would be able to tell that the number of backers are scattered further apart from the mean.