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

1. The highest number of successful campaigns were started in July
2. The highest number of failed campaigns were started in August.
3. The highest number of canceled campaigns were started in August.

*What are some limitations of this dataset?*

This dataset is missing important variables that relate to a campaign’s success such as how the crowdfunding campaigns were promoted. If this dataset included measures such as views on a social media site or a website, I think stakeholders could get better insight to why a campaign succeeded or failed.

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

I would recommend adding a column which takes the launch date and the deadline date and converts that into campaign duration (in months) and create two scatterplot graphs; one for successful campaigns and one for unsuccessful campaigns. The X axis would contain the campaign duration (in months) and the Y axis would contain the number of successful /unsuccessful campaigns (depending on the chart). This graph would show if there is a correlation between campaign duration and success or failure of a campaign.

**Statistical Analysis:**

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

Since the variance is so high for both data sets, the median would better summarize the data.

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

The Successful Campaigns had more variability. This makes sense since there was almost twice amount of campaigns as there was failed campaigns.