**Assignment 1**

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

-There are more successful campaigns than failed/cancelled (565 vs 421).  
  
-July was the most successful month in aggregate of parent category and years.  
  
-Plays has the greatest number of successful campaigns (187) but also the greatest number of failed campaigns (132).

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

It does not provide any specific information about the campaigns either failed or were cancelled. If the objective is to discover why some pledges meet their goals and others do not, this information would assist in making this discovery.

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

We could create a graph that breaks down average donation by category & sub-category over time. This information could allow us to discover temporal trends that allow us to change marketing tactics at different points in the year.

1. **Use your data to determine whether the mean or the median better summarizes the data.**  
     
   I think the median is a better summary of the data. Given the difference between mean and median for both successful and failed campaigns it stands to reason that both data sets show a level of skewness as a result of outliers. The mean is inflated in both cases due to these outliers which makes the median a better measure of central tendency.
2. **Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**

There appears to be more variability with successful campaigns as indicated by the higher standard deviation. This stands to reason to given the larger number of successful campaigns combined with the higher level of variancy.