**Module 1 Write-Up**

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + 1. The theater parent category had the most campaigns, most successful outcomes, most failed outcomes, and most canceled outcomes.
  + 2. The subcategory of theater, plays, had the most successful, failed, and canceled outcomes.
  + 3. Overall, the month of July had the highest number of successful campaigns.
* What are some limitations of this dataset?
  + One limitation is that there is not information regarding the mechanisms that encouraged necessary funds to be obtained. For example, did they use web advertisements? Mailers? Emails? This would help us understand why certain campaigns earned more money than others.
  + This is only a sample of 1,000 rows. We don’t know how large the whole dataset is and if the sample is representative of the dataset as a whole. Having the whole dataset would make this analysis more accurate.
  + There are different currencies in this dataset meaning that the goal and amount pledged are not comparable from country to country.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + I think creating a table and bar graph that compares spotlight and amount pledged by amount brackets (similarly to the brackets in the Outcomes Based on Goal tab) would help others understand if these spotlighted campaigns earned a higher amount of pledge money than campaigns that were not spotlighted.
  + I also think creating a table and bar graph that compares staff picks and outcome could let us know if the staff picks genuinely influenced the outcome of the campaigns.
* Use your data to determine whether the mean or the median better summarizes the data.
  + I believe that the median better summarizes the data as less than 1/3 of the backers counts for successful and unsuccessful outcomes were above the mean.
* Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?
  + There is more variability in the successful campaigns as shown by the higher variance and higher standard deviation of the successful category. This makes sense especially due to the fact that there is a larger range of values in the successful category than the failed category.