**Conclusion:**

1. Theater, film & video, and music were the three most popular categories.
2. The month of June has the most successful outcome in all years.
3. Plays was the most popular subcategory.

One of the limitations about this data set is that some donations are in different currencies, it creates false values for average donations.

We could create a pivot table and graph with the currency-adjusted average donation and categories as the axis to see which attracts the most donation.

**Statistical Analysis:**

For both successful and failed outcomes, the median is better to summarize the data. This is because both sets of data contains large outliers, thus shifts the mean value of the data. This can be confirmed by the large variance and standard deviation.

There is more variability in the successful campaigns. This makes sense because there are three outliers in the set, while the unsuccessful campaigns only have two.