1. Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
   * Crowdfunding campaigns are most used by the entertainment industry: film & video, music and theater.
   * Theater has almost as many failed campaigns as successful ones.
   * Campaigns were most successful towards the end of summer with a peak in July.
2. What are some limitations of this dataset?
   * The currency exchange rate doesn’t factor into data normalization. Different currencies have different value on the same chart.
   * Theater doesn’t include operas, musicals, cabarets… etc
   * Music doesn’t include classical, easy listening, new age… etc
   * Technology is missing quite a bit of subcategories.
   * The specific crowdfunding platform is not mentioned, (indiegogo, go fund me, etc), although they mention two in the background statement of the assignment.
3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
   * **Top 10 Pledged Campaigns**: this may show the top performing campaigns and we can analyze who donated, what category/sub-category might have made it successful.
   * **Showing Staff Picks/Spotlight vs. Outcomes**: This may show if a campaign that was selected as a Staff Pick or Spotlight had any bearing on its successful outcome.
   * **Length of Campaign:** to analyze if the time a campaign was open contributed to its success/failure
   * **Backers by Category:** this may show the # of people interested in backing certain categories.

**BONUS**

**Use your data to determine whether the mean or the median better summarizes the data.**For both the successful and failed outcomes, the median tells a better story. A lower median means there were more campaigns with a smaller number of backers.

**Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**More variance with the failed campaigns. They've gone from no backers to as high as 6080 and the median is still at a low 114.5. That means many of the backers were on the low end and that 6080 is a huge outlier.