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

1. The overall number of successful campaigns are higher than the number of failed campaigns.
2. Entertainment categories, including music, film & video, as well as theatre use crowdfunding more than other categories.
3. Of all the categories that use crowd funding, the category that is most frequently found in crowd funding sites from this dataset is plays.

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

One limitation of this dataset is its small sample size. It only includes 1000 campaigns spanning 11 years. Better conclusions can be drawn when sample sizes are larger. If the data contained only comes from two sources mentioned in the assignment, that’s also a limitation as certain sites might be more successful than others in terms of getting attention of potential doners. Drawing conclusions about crowdfunding in general requires data from those sites.

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

Creating a pivot table with shows average goal by category shows that successful campaigns have average goals set at an average of $26,405. Failed campaigns have average goals set at $65,404 and cancelled campaigns have average goals set at $70,747. The likelihood of a campaign being deemed successful seems to be related to goal amount set and lower goals tend to have higher instances of being deemed successful.

**Statistical Analysis**

The median better summarizes the data because the data is skewed towards campaigns with few number of backers and the mean for both successful campaigns and failed campaigns were much higher than median.

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

The standard deviation and variance for was higher for successful campaigns when compared to failed campaigns. It appears to make sense as failed campaigns are clearly missing elements that doners are looking for that successful campaigns have. Successful campaigns are likely to have higher backer count as a result and so there should be larger variability due to the higher number of backers.