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

Theater is by far the most popular parent category. Theater also has the most successes and the most failures with 187 successful and 132 failed. Furthermore, the ‘music’ and ‘film & video’ categories also stand out as popular categories. This may mean that this crowdfunding platform either targets the performing arts community or that platforms have naturally garnered a community around this industry.

Plays (which fall under theater) are also by far the most popular type of subcategory with 334 startups (the next closest being rock with 85). This is also the most popular startup category when filtered for each individual country. This again reaffirms that the platform may be focused on theater and the performing arts, but on an international level.

By using the time series analysis, we can see that there is somewhat of a drop in crowdfunded startups in the early fall around July-September. However, when you filter this data for each parent category, you can see that each industry goes through cycles of activity throughout the year. However, when you filter for just the three most popular categories, ‘theater’, ‘film & video’, and ’music’ you see that there is an even larger dip in ‘successful’ and ‘failed’ startups around July-September, which may be an industry trend and a part of their business cycle.

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

There are many limitations with this dataset and the limitations depend on what you want this data for. Also, we do not know the exact source of the data. Is it from one platform or multiple? If it’s from one platform, you may want more data if you want to know the true crowdfunding industry trends. Are performing arts startups just more popular crowdfunding candidates? Or is there one platform that’s targeting them?

Furthermore, we don’t know what metric they use for successful. Does it just mean they reached their funding goals or did their enterprises take off and make a profit?

The dataset also only has data from a limited set of countries and leaves out notable ‘startup hubs’ such as India and China (unless CH stands for China, but I can’t tell, China is usually CN).

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

We could create another pivot table that shows the success to failure ratio for each category and country, that is Successes/Failures. This could uncover new possible trends about which crowdfunded categories are most and least likely to be a success or failure. This may also uncover new success trends by country.

Furthermore, we could also use the other columns in the data. For example, we could see if the ‘staff picked’ startups are more or less likely to be successful. This could indicate the influence/authority the crowdfunding company has with its users.

Similarly, we could analyze the percent funded column and see if there’s any trends between being over or under funded and startup success rate.

**Use your data to determine whether the mean or the median better summarizes the data.**

Since the mean is so much larger than the median, the data may be skewed towards higher values. Because of this, mean is the appropriate metric for this data. It may help to explore exactly how the data is skewed.

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

There seems to be more variability with the number of backers with successful startups. This makes sense since failed startups have a higher average number of backers and a higher maximum number which could spread the data further. Campaigns with more backers may have gotten more funding that made them successful.