**Data Analysis:**

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + One conclusion we can draw is that there are a greater number of successful campaigns than failed campaigns. There is additionally more successful than canceled and there are more successful than failed and canceled combined.
  + Another conclusion we can draw is that there are more successful campaigns in the month of July with a significant decrease into August along with an increase in failed campaigns in August.
  + Another conclusion we can draw is there is a trend in successful campaigns decreasing with failed and canceled campaigns increasing.
* What are some limitations of this dataset?
  + Some limitations of the dataset may include not including or knowing the parameters of the goal. Understanding what factors determine the goal would help identify some factors that may have contributed to a decrease in the amount pledged.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + I think adding dataset that includes the average donation data per parent category would provide insight into what parent categories backers are willing to invest more into, whether it was the most successful or not. This can provide insight into how backers are willing to invest more, but maybe not enough backers were encouraged to invest. This dataset can potentially be a pivot chart with parent category rows and average donation, backers count rows and outcome values.

**Statistical Analysis:**

* Given the data, the median will give better data as there are potential outliers that skewed the data away from the bulk of the data.
* Given the data there is more variance within the successful campaigns which does make since given it have the largest skewed mean from it’s median number. The median is 201 while the Mean is 851.1469. This means there is a large skew towards the higher number of backers for the successful campaigns.