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

1. I created another table on the sheet titled ‘PivotTable 1\_ P Category’. This considered only the successful and failed campaigns for the Parent Categories as those were the only ones legitimately completed campaigns. I created a weighted percentage for each Parent category and found that the top 3 successful campaigns fell under (in this order):
   1. Journalism
   2. Photography
   3. Technology
2. The most significant number of campaigns requesting Crowdfunding fall under the Parent Category ‘Theater,’ specifically the sub-category ‘Plays,’ but yet by both weighted and non-weighted percentages, they are in the bottom three of successful campaigns ran.
3. Viewing Pivot Table 1, we see that the Parent Category ‘games’ is the only category with more failed campaigns than successful ones. We gleaned more insight when we viewed Pivot Table 2, as it was a mobile game with a 33.3% success rate that dragged down the entire category.
   1. Viewing Pivot Table 4, we see that mobile game campaigns curiously only received funding in AUD and USD, while video-game campaigns received funding in all currencies. I wonder why the mobile games lacked broader appeal or only garnered attention from Australians, though only one game campaign originated in Australia. The blurbs do not provide information on the games themselves or the campaigns.

* **What are some limitations of this dataset?**
  + The blurbs do not offer any clear information to me regarding the campaign. For example, in row 18 in the crowdfunding raw data set, the name is ‘Mcclain LLC,’ and the blurb reads ‘Open-source multi-tasking methodology,’ yet it was a successful campaign for theatre/plays.
* **What other possible tables and graphs could we create, and what additional value would they provide?**
  + I created a table that provided the weighted percentage of successful campaigns for each Parent Category on the crowdfunding website. This would be a good starting point when determining how you should approach running a particular campaign and where you fit in the grand scheme of things, both inside and outside your category. If you are in a Parent category that does particularly bad- like games, you can switch to the sub-category for even more information. By doing this, you will find that mobile games have a sub-par performance. If you have a mobile game campaign, look at the failed campaigns and see what they did wrong and try to avoid those mistakes.
  + I created Pivot Table 5 to see the outcome of campaigns by filtering out the spot-lit feature. First, I calculated the weighted success rate for spot-lit and non-spot-lit campaigns. I then calculated the mean and standard deviation for both as well. At this point, I was suspicious of the effectiveness of the spot-lit feature. I then calculated the t-value and p-value for the difference.
    - The t-value of .203 suggests a slight difference in the mean success rate between spot-lit and non-spot-lit campaigns.
    - The p-value of .421 indicates that there was no statistically significant evidence to suggest that the spot-lit feature has a considerable impact on the success rate of campaigns.
      * So, if the spot-lit feature cost extra, it is not worth it.
        + Last thing to note, I did not include the Parent Category of journalism as none of the campaigns were spot-lit, and there were only four full campaigns complete under this category, which to me small enough to ignore. If anything, it shows that you will likely be successful if you run a fundraising campaign in this category.

**Summary Stat Table**

* **Median or Mean?**
  + I would use the **median**. The data set has a high variance and standard deviation. The median is less sensitive to extreme numbers or outliers. Such a high variance and standard deviation would skew the mean more.
* Which data set has greater Variability?
  + Successful Backers:
    - Even before looking at the variance and standard deviation, ‘Successful Backers’ has a more extensive data set- which tends to have higher variability. Both categories have close medians, but ‘Successful Backers’ has a more extensive min-max range. So even before calculating the Variance and Standard deviation, you could logically hypothesize ‘Successful Backers’ would have more significant variability- which the Variance and Standard Deviation prove since they are more extensive.