**Module 1 Challenge: Campaign Performance Analysis**

1. Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
   * From the data:
     + Most of the crowdfunding campaigns were primarily focused on the arts, with theater having the highest success rate (67%).
     + Within the sub-categories, ‘Plays’ had the highest number of successful campaigns.
     + Overall, this data shows how there is an impactful movement to help support the arts, with the top categories for crowdfunding campaigns being Theater, Music, and Film & Video.
2. What are some limitations of this dataset?
   * Some limitations to this data set include:
     + No demographic data to give us a deeper understanding on who is donating to these crowdfunding campaigns, and what age range donators are in. This would provide a reasoning as to why some categories were higher in terms of success rate.
     + Location data to give us a breakdown of areas that voted for a certain category / subcategory. For example, for film & video, were most of these campaigns ran in California? And were most of the donations coming from those who lived in specific areas where film is prominent (ie: Los Angeles).
3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
   * Pie charts could be used to give a percentage breakdown of which campaigns were successful or failed.

**Statistical Analysis**

* **Use your data to determine whether the mean or the median better summarizes the data.**
  + Based on the data, median would be better to use to summarize the data, as we can extract data to understand individual campaign performance. When we use mean to summarize the data, we are calculating the overall performance of all the campaigns.
* **Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**
  + There is more variability within the **successful campaigns**, as the data shows that the results of the campaigns were more spread out. This makes sense because each of these successful campaigns may have a different definition on how they define success. Campaigns could have exceeded the donation goal or barely meet their goal, showing more variability when looking and calculating the data.