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

1. *Canada has a “hard time” with Theater crowdfunding campaigns.*
2. *August is not a good month to do crowdfunding for Games.*
3. *Campaigns with a LOW goal or a HIGH goal fared worse than those in the middle. The greatest success came from campaigns in the $15k – $35k range.*

* What are some limitations of this dataset?

*Less than 24% of the data comes from outside the US, so I’m not sure it represents a valid snapshot of global crowdfunding campaigns.*

*Another aspect that could affect the outcome of crowdfunding campaigns is the amount spent on marketing. Some data on marketing expenditures would be helpful.*

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

*Could create a graph on time duration (launch date vs duration). This might tell us if longer campaigns fared better than short-lived ones.*

*Could create a box-and-whisker plot to analyze how outliers are skewing the data.*

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

*I believe that the MEDIAN is a better representation of the data, because there is not a “normal” distribution of the data set. (It appears that the MEAN is skewed heavily upward.)*

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

*There appears to be more variability with successful campaigns. This does make sense since successful campaigns will have MORE backers than unsuccessful ones.*