1. **Given the provided data, what are 3 conclusions that we can draw about crowdfunding campaigns?**

The projects that have a goal of 50000 and above are the projects with the highest percentage of cancelations and second highest failure percentage. Based on the table created with this data, each goal range that has a smaller number of sample projects prove to be more successful and have fewer to no cancellations. With this data we can conclude that a goal is more attainable when there is a lower goal value as well as fewer projects within the same goal range. There is an increase of successful outcomes between the months of June and July, which are the two months with the highest successful outcomes throughout the years that this dataset takes place. Following the two most successful months, August has the lowest number of projects created and lowest successful outcomes. This can be concluded that crowdfunding is more successful during the summer months on account of having more free time to access these platforms for funding and of course, participating in whatever project they are supporting. This also supports the conclusion that August is a consequence of the summertime’s success for projects created and successful completion.

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

Countries are statistically measured by population and demographics, economic stability, education, and many other subjects. Analyzing data that is gathered from a small country sample size limits how significant these other statistics affect the popularity and success of crowdfunding. When there is limited access to the internet, the data gathered will be statistically irrelevant as a result of the lack of publication or advertisement, especially to a target audience based on category/sub-category.

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

Given the multiple types of currency specified in the data, these currencies can be converted to equal the same currency value comparing each campaign’s funding percentage, average donation, and outcome respectively. Gathering information about the different crowdfunding platforms that were used can demonstrate what correlation, if any, there is between crowdfunding platform used, the platforms’ type of promotion, and success rate. A graph or table containing the duration times for each project, project goal amount, and campaign outcome will be able to provide how the length of time affects success rates for the dataset.

**Statistical Analysis:**

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

The median better summarizes the data since the dataset outliers distort the average whereas the median is less affected by these. Standard deviation is the average of how far each score lies from the data’s mean. The larger number the standard deviation is the more variability there is in the dataset. Successful campaigns have more variability because the standard deviation (1268) is higher than that of unsuccessful campaigns (961).