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

1. Most people who start a crowdfunding campaign are involved with the theater. About one third (344 out of 1000) of all crowdfunding campaigns in this data set were for the theater. This is almost double the next most numerous category.
2. While journalism was the category with the least amount of crowdfunding campaigns, 100 percent of the campaigns in the journalism category were successfully funded. This could suggest that, given the opportunity, donors are more likely to donate to journalism.
3. The crowdfunding goal may have an impact on the likelihood of success. It appears that the closer to the extremes in goal, the less likely a campaign is to be successful. At the low end (goal of less than $1000), 58% of campaigns were funded. This was the fourth lowest of the 12 goal ranges. At the upper end (goal of more than $50,000) only 37.38% were funded. This had the lowest success rate of all the goal ranges. Compare that to goals that fall in the middle of the goal ranges that all had a higher success rate. Three of the ranges that fell in the middle had a 100% success rate. This could suggest that when trying to determine what your crowdfunding goal should be, you don’t want to set it to high, but you also don’t want to set it to low.

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

While the data can tell us if a campaign received enough donations to be successful, it can’t tell us why it did. We can’t look at two similar campaigns and say why one managed to get enough donations and one did not. This limits the conclusions we can make from this dataset.

Another limitation is that while we know how much money was raised, and how many donors there were, we don’t know how much each donor individually gave. With this data, we don’t know if every donor gave the same amount, or if there were lots of small donations, and then one donor came in and donated a large amount of money ensuring that the campaign was funded.

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

A table or graph could also be made comparing the outcome with how long the crowdfunding campaign was open for. This would help provide insight into how long a crowdfunding campaign should remain open. Were ones that failed open for less time than those that were successful? Is there a certain time that if the campaign is not successful, it likely won’t be and it should be closed?

Comparing average donations to outcome could also be useful data. Do certain crowdfunding campaigns attract high level donors or low-level donors? Knowing this could help you decide how to best market the crowdfunding campaign.

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

For this dataset, the median appears to better summarize the data. This is because median is less affected by outliers in the data. This dataset can have outliers on the high end and low end that throw off the reliability of the mean, so in this case, the median would be a better summary of 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?**

There was more variability in successful campaigns. This does make sense. For a campaign to be unsuccessful, it can’t raise above a certain amount of money and therefore its number of backers would also be limited. For a campaign to be successful, there is no upper limit to its number of backers or money raised. A campaign that wants to raise $100 could have 100 donors donate $1 each or one million donors donate one million dollars each and both be considered successful. That is much more variance than could appear in an unsuccessful campaign.