**Crowdfunding Analysis**

1. The Parent category of *Theater* and subcategory of *Plays* were the most successful by margins of 85 and 138. A *Theater* project had a 54% chance of being successful while *Plays* was the only subcategory of *Theater.*
2. 2019 and 2017 were the most successful years for the crowdfunding even though 2019 and 2010 had the most projects in their respective years.
3. Having a goal within the range of 1000 to 4999 had the highest number of successful projects with a total of 191 but only 83%. Ranges: 15000 to 19999; 20000 to 24999; 30000 to 34999 had 100% success rates yet only had 24 successful projects total.

In this data set we were tasked to calculate the mean and median based on successful and failed outcomes. After calculating this data and applying empirical rule to the data set. I found it would be better to use the median as there was a high number of outliers skewing the mean for this data set.

These outliers also led to the high variance in the successful outcome category due to the gap they have created from the mean to the top values.

In order to quickly and effectively do a deeper analyzation it would benefit the user to add a pivot table and stacked column graph that is filterable by year with the parent categories, with stacked subcategories to see if the trends changed from year to year.