1. **Conclusions**
   1. Music has the highest percentage of successful campaigns at over 77%
   2. Faith, Jazz, and World music have not had successful campaigns while the other categories have been very successful some with 100% success.
   3. February-June has the highest percentage of successful campaigns, with another spike in November. July-January is not as successful.
2. I think that the biggest limitation is that it does not factor in how much promotion went into each campaign. It does not track emails sent, social media shares, advertisements, etc. This could tell a lot about the success or failure if it turns out to be a big factor.
3. **Other tables/charts**
   1. Based on campaign duration
   2. Goal amounts compared to success rates
   3. Staff picks as a factor to see if that affected percentage funded
   4. Percentage funded by categories
   5. See if spotlight plays a factor by comparing that to success rates
   6. Average donation as a factor of success
   7. Number of backers compared to failure or success

**Bonus questions**

1. Median is the better indicator of the result here. This is because the variance and the standard deviation are very high in both cases, meaning outliers are throwing off the mean.
2. There is more variability with successful campaigns. This does make sense, because there are major variations (as illustrated in the data and analysis) on what it takes to have a successful campaign. Although it appears that more backers equal a higher success rate, this does not mean you have to have a high number of backers to succeed. Goals may be set low or there could be a few very large donations. On the opposite end donations could be small so you need many, and/or goals can be set high. Due to success having many moving factors, the variability does make sense here.