# Analysis

1. Given the provided data, what are three conclusions we can draw about crowdfunding campaigns?
   1. By looking at Pivot chart we can conclude that overall Theater, Film & Video, and Music, are the most popular categories with higher success rate which the data is slightly different based on each country.
   2. By studying subcategories, we can identify Play as the most successful subcategory amongst all. Looking at music category we can see that Rock music is the most successful among all other music subcategories. Under Film & video, Documentary and animation have more favorable outcomes. Mobile games and Science fiction movies have highest failure rate amongst all.
   3. By looking at the third pivot chart we can notice a sharp decline of success after July which continues until August which success rate is very close to failure rate.
2. What are some limitations of this dataset?
   1. There are not many sub categories and data provided in this data set doesn’t have significant amount of data for analysis.
3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
   1. We could create a column on our pivot table containing Success percentage and failure percentage. For example, for Theater category we would see 38% failure rate and 54% success rate. Looking at Game category we could see 48% failure rate compared to 44% success rate. Even though we can visually see the difference between success and failure with the chart, but percentage also would give us success/fail result at a glance.
   2. It would be beneficial to create two pivot tables with Percent funded for sub category because Outcome column with success and failure data doesn’t include a range of data for success and failure. By creating a pivot table with percent funded we could identify those subcategories with highest funding rate or lowest funding rate.
4. Use your data to determine whether the mean or the median summarizes the data more meaningfully
   1. Since the numbers of the bakers are very large, and the overall data is symmetrical and we don’t have **outliners**, **average** will give us more meaningful data.
5. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?
   1. Since **Standard Deviation** is very large for successful data, it indicates more variability with successful campaigns.