***Question 1***

* Based on the data set that was provided, my initial three conclusions are as follows:
  + If you exclude the “live” and “canceled” projects, crowdfunding appeared to have an overall success rate of 57.30% and a failure rate of 42.70% between 2010 and the beginning of 2020. I calculated these percentages based on a total volume of 986, after I removed the “live” projects, and I classified both the “failed” and “canceled” projects as not being successful.
  + The “Theater” parent category represented the largest category of crowdfunding projects at 34.40% of the overall data set, followed by “Film & Video” at 17.80% and “Music” at 17.50%.
  + When I also analyzed only the “canceled”, “failed”, and “successful” projects, I noticed that that “Journalism” and “Technology” had the highest success rates. In this data set, “Journalism” only had 4 projects listed, but showed a 100% success rate. The “technology” category had a 68% success rate, when I excluded the 2 live projects in that category.

***Question 2***

* Some of the limitations I see with this dataset are as follows:
  + Even though there were 1,000 records provided, this still appears to be a very low sample size to judge the overall success of projects over a timeframe of 2010 through 2020.
  + My initial hypothesis is that some of the data for the parent categories were not fully represented in this sample. For example, the “Journalism” parent category had the highest success rate, but there were only 4 projects listed, and this parent category did not have any projects listed as “canceled”, “failed”, or “live”.

***Question 3***

* Based on the data set that was provided, I would recommend considering the following additional tables/charts for the analysis:
  + I would consider creating a historical time series line chart to see if there were any seasonal trends that could be spotted. You could also recreate a version of this pivot chart that would allow you to filter by parent category to see if there were any seasonal trends that could be spotted in specific parent categories.
  + It would also be interesting to bring the “backers\_count” and “Average Donation” fields into a pivot table to see how those specific metrics impact the overall success and failure of the projects that are represented in the specific parent categories. For example, do projects that have a higher average donation have a higher success rate?
  + I would also consider using a pivot chart to look at the higher volume parent categories to see if some of them were experiencing an upward trend, in terms of the number of successful projects, going into the beginning of the year 2020.

***Question 4***

* Based on an analysis of histograms for both “successful” and “failed” campaigns, the median better summarizes the data.

***Question 5***

* Based on the standard deviation calculation for this data sample, there is more variability with successful campaigns. At first glance, this does not make sense because the sample size for “successful” campaigns is larger, and as the sample size increases, I would expect the variability to decrease.