**Crowdfunding Analysis**

**Report:**

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

* There are more successful campaigns than unsuccessful
* Theater is most successful category
* Journalism is least successful category

1. What are some limitations of this dataset?

* Financial totals adjusted for currency type. Success/Failure total percentages.

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

* Tables: Total dollar amount per success/failure and category/subcategory – adjusted for currency type
* Chart: Pie chart(s) of total amount per success/failure and category/subcategory
* This would help sum up financial goals for organizers – give insight what campaigns need more attention per category

**Bonus:**

1. Use your data to determine whether the mean or the median summarizes the data more meaningfully.

* The mean number of will summarize the average donation – this is helpful, but is thrown by our outlier donations. Median will show middle number of range – perhaps can represent a more helpful middle financial ask/goal for crowdfunding per category in future.

1. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

* Successful had more variability. I believe this makes sense due to outliers – highest donations that push categories into successful range.