Given the provided data, we can conclude that there is a sweet spot for crowdfunding goals that lies between 10,000 and 30,000. In this range campaigns are more likely to be successful and less likely to fail. Additionally, it seems that campaigns launched in the summer months of June or July have a better success rate. Finally, we can conclude that plays are by far the most successful way to crowdfund out of all the given categories.

Some limitations of the dataset include the overall size of the company or group launching the crowdfunding campaign since it might not necessarily be correlated with backer count. I would find it useful to know how they collected payment from doners as well, since virtual funding can be much easier these days, organizations that utilize online platforms might have an edge over those who collect primarily cash or check. Another limitation of the data is that it does not include how much each organization spent in advertising for the campaign as that might expose some additional insights regarding what leads to a successful campaign.

An interesting table to look at would be the average size of each donation by the success rate of the program. Looking at the data you can tell that there is not a relationship between larger donation size and campaign success which might be encouraging for smaller organizations with many small donors. Another graph I would like to see is the success outcome by the number of backers for each campaign. It seems that there is a positive relationship between number of doners and the success rate and a visual graph would nicely demonstrate this.

In a data set like this one where the data is very right skewed, using the median would be a more precise measure of central tendency. Most of the successful and unsuccessful campaigns had around 100 backers although there were outliers in each set that had back counts over 2000 that will pull the mean away from the true center of the data set.

There is more variability in successful campaigns than unsuccessful campaigns. This makes sense in this situation since there were more successful campaigns overall, and there is a wide range of how successful the campaigns were. Some campaigns hit 100% of their goal which is a great success, and some campaigns went well over their goals and had a success rate over 1000%. This wide range of successful values leads to more variance among the successful campaigns. In contrast, campaign failure has a limited range from 0% to 99% which is a small range of values.