**Crowdfunding Report**

In regards to the Outcome (years) tab of the Excel file, I have made the following three conclusions.  Firstly, there is a small number of canceled outcomes, they only range between 1 and 8.  This is comparatively low to the failed and successful outcomes.  Overall, canceled crowdfunding campaigns is the least likely outcome to occur.  Secondly, there is a significant number of failed outcomes, they range from 23 to 36.  This is much higher than the canceled outcomes but still lower than successful outcomes.  Overall, failed crowdfunding campaigns are a much more likely occurrence.  Thirdly, there is a large number of successful outcomes, they range between 42 and 58.  This is higher than the failed and canceled outcomes.  Overall, successful crowdfunding campaigns are the most likely outcome to occur.

There are several limitations of the data.  Firstly, as the correlations of all three outcomes are observed, no root cause or reason can be provided for why the data is represented the way it is.  Secondly, when looking at each parent category separately, it is still very difficult to spot general trends.  Thirdly, the data can be more valuable if there is more context, such as adding the real world market growth data of each parent category.  Perhaps 'successful' crowdfunding campaigns do not perform well compared to the market standard.  Also, comparing outcomes from different crowdfunding platforms may add insight.

For additional representations of data, it is recommended to consider creating charts based on different variables such as the country, staff pick, and spotlight columns. These charts can provide further insights into how these factors impact the data being analyzed.  Representing data by country of origin can identify regional trends.  Staff picks and spotlight columns can also provide additional context, showing what is being promoted or prioritized by the organization or platform.  Additionally, the name column can be further categorized into LLC, Inc, Ltd, Group, PLC and name.  This may show some trends or patterns when cross referenced to parent categories.

**Statistical Analysis**

The best variable that accurately shows the central tendency of the data for both successful and failed outcomes is the median. There are many outliers in this data set and the median is not as affected by them.  The data distribution is right-skewed and not a normal distribution so the mean does not accurately measure the central tendency.