**Module 1 Challenge:**

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

1. The most common categories of crowdfunding campaigns are theater, film & video, and music.
2. Theater is by far the most prevalent category, which leads there to be a peak in Kickstarters from May to July.
3. The number of crowdfunding campaigns launched each month is approximately the same throughout the year – there is very little variation between each month (values range from mid 70s to mid 90s).

**What are some limitations of this data set?**

* We cannot make any conclusions about the type of crowdfunding campaign and its relation to failure or success. This is because the number of campaigns for each category varies so much.

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

* A table comparing the crowdfunding goal to the number or successful/failed campaigns would be beneficial since it would provide insight on whether having too large of a crowdfunding goal limits or enhances the chances of it being successful (or if there is no relation).
* Graphs for all the metrics covered with and without “plays” (the most popular category).

**Statistical Analysis**

**Use your data to determine whether the mean or median better summarizes the data.**

The median better summarizes the data because it is unaffected by the outliers in the number of backers. Some campaigns could have a low number of backers and still be successful since the donation size per backer is larger and visa versa. Using the median account for that.

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

Successful campaigns have more variability.