**Campaign Analysis Findings**

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

Based on the analysis requested, we can conclude that the average donation amount is $42,708.06. Theatre and film books are the most popular within this data set and largely successful. This dataset also shows that the largest drop in successful and highest rise in failed campaigns takes place in August, indicating that August is a month that a lot of funding is removed.

**What are some limitations of this dataset?**

This dataset does not include any information about the backers. It could include age. It could also include amount of previously attempted campaigns to see how that affects the success rate.

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

We could compare success with the length of time of the campaign. We could also compare the staff pick or the spotlight with the pledged amount/success rate. This could indicate more factors affecting success, fail, and cancelled rates.

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

In this case, the median may be a better indication of the mid-point of the data. The mean is much higher than the median, indicating that there are very high values in the dataset that do not represent the norm within the dataset.

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

There is more variability with successful campaigns. This makes sense because there are more successful campaigns and the successful campaigns have higher pledged amounts. Interestingly, campaigns are most likely to be successful if the pledged amount is in the mid-level goal range.