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

**Answer:**

* More than half of the crowdfunding campaigns achieved success, with approximately 42% experiencing either failure or cancellation. Notably, theater (plays) campaigns exhibited a relatively higher success rate when compared to other types of campaigns, yet they also encountered a significant number of failures. Considering the overall success rate surpasses 50%, it can be concluded that this campaign can be deemed highly successful.
* Additionally, it's worth noting that other successful campaigns are often associated with the film and video category, boasting a success rate of over 50%.
* An analysis conducted on a month-to-month basis, examining both successful and failed campaigns, reveals a consistent trend of a notable quantity of failed campaigns occurring each month. This underscores the importance of investigating the underlying reasons behind the frequent failures in order to gain insights and make informed improvements.

**Question 2**: What are some limitations of this dataset?

**Answer:**

* Obtaining insights into the geographical regions where these campaigns were conducted would be highly valuable. Such data could provide a deeper understanding of the factors influencing both the success and failure of campaigns in different locations, shedding light on why some areas experience higher success rates while others encounter more failures.
* It's important to note that there are no reasons available for canceled campaigns, and having access to this information could be instrumental in making future improvements and informed decisions.

**Question 3**: What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

**Answer:**

* Creating additional tables and graphs specifically for canceled campaigns, as well as for successful and failed campaigns across different geographical locations, can indeed provide valuable additional insights. These visual representations can help identify trends, patterns, and potential correlations that may not be immediately evident in the data, facilitating a more comprehensive understanding of campaign outcomes.

**Question 4:** Use your data to determine whether the mean or the median better summarizes the data.

**Answer:**

The mean is a suitable summary measure for both successful and failed campaigns because it provides a balanced representation of the data. This choice is justified by the relatively low medians, especially when considering the high maximum values in the datasets. The mean accounts for all values, including the extremes, offering a comprehensive view of the central tendency in the data distribution.

**Question 5:** Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

**Answer:**

The higher variability observed in the successful campaigns dataset is a logical outcome given its larger size, broader range of values, lower minimum, and higher maximum values.