<Questions for crowdfunding analysis>

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

* Overall, there were higher total number of projects as well as successful number of projects in film & video, music, and theater categories, and each country all shared a similar pattern. However, those film & video, music, and theater categories did not necessarily have a higher chance of being successful. For example, photography and technology had a higher percentage of being successful globally, whereas, technology and games had higher chances of being successful in Australia, and publishing and technology were the most successful categories in Canada.
* When we looked at the data by subcategory, the plays category had a significantly highest number of total projects and successful projects. Each country also showed the highest number of total projects and successful projects in the plays category, but this did not mean the plays category had a higher chance of being successful. Instead, when we looked at the global data, audio, world music, and web had a higher chance of being successful than other categories.
* The global percentage of successful projects did not significantly vary by the time of the year, indicating that the seasonality was not an important factor when considering which month to initiate the project. When we looked at the data by each year, the percentage of successful projects varied each month, but again, this indicated that a specific month of the year did not matter too much because it changed drastically without a pattern.

What are some limitations of this dataset?

* The biggest limitation of this dataset would be that it is only looking at some of the numbers related to the project, for example, the amount of donation, the final pledged amount, and the number of backers. This data does not include what strategy was used to attract the backers or the money, which may be another important factor when analyzing how to have a successful crowdfunding project.

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

* The easiest place to start would be adding some more graphs under the excel sheets already established. For example, we already set a filter by country, and therefore, additional graphs for each country would make it easy to view the outcome and show which category would be the most successful in each country.
* Another column we could add to the original data is the duration of the crowdfunding. All the projects were run in a short period of time, but it would be interesting to look at how one project was so successful in a such short period of time (e.g., Melton, Robinson and Fritz project was successful and attracted over a thousand people in three days with 131% of funding) whereas another one failed in a relatively longer period of time (e.g., Rodriguez, Rose and Stewart project failed by attracting 200 people in about a month period of time, and only received 67% of funding).

<Statistical Analysis>

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

* In both successful and unsuccessful cases, the median better summarizes the data because the range between the minimum value and the maximum value is so large, and the outliers are present.

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 is a greater number of successful campaigns than unsuccessful campaigns, and in this case, since many of the data are far away from the mean, the variance becomes big and thus, more variability.