**Crowdfunding Data Analysis Report**

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

Given the provided data three conclusions we can make about crowdfunding campaigns are:

1) Crowdfunding campaigns have high variability. The rates of success are less consistent, making it harder to predict successful outcomes.

2) Having a higher backer count does not automatically equal a higher rate of success.

3) Crowdfunding campaigns seem to have more success during certain months/seasons of the year.

* Categories in film & video, music, and theatre had the most successful outcomes and backer counts.
* The Sub-Category of plays had the most overall outcomes, with slightly more successes than failures.
* From the years of 2010-2020, the months of June and July had the most overall successes for campaigns.

1. Some limitations of this data set may be the backer demographic (country, age group, race, special population), crowdfunding platform, method of collection for the data sample, category selection for the data sample, method of crowdfunding (non-financial return Vs. Crowd investing), type of organization (scope, reason for funding, etc.).
2. Some possible tables and/or graphs that could be created and the value they provide are:
   * A graph showing the outcomes of campaigns in the staff pick and outcomes of campaigns in the spotlight. It can be determined that the overall success of a campaign is not determined by whether a campaign has a spotlight page or is a staff-pick.
   * A graph comparing the backer count with the outcome. It can be determined that having a higher backer count than another category does not determine more success. In the provided data set, the music category has a sum of 92,820 backer counts with 99 successful campaigns, while the film & video category has a sum of 71,325 backer counts and 102 successful campaigns.
   * A graph comparing the number of days a campaign lasted with the number of successful or failed campaigns to see if there is any correlation between time and success.
3. Use your data to determine whether the mean or the median better summarizes the data.

The median would better summarize the data because there is a high variance present in both successful and unsuccessful campaigns. The distribution is skewed.

1. 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 the values are less consistent and biased based on the category and/or other factors.