**Written Report (20 Points)**

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + Being the 4th most popular category and with the 2nd highest success rate at 67%, technology campaigns stand out as one of the most promising. Whereas both the food and the games category are among the riskiest, having a less than 50% success rate.
  + As for the sub-categories, web is a winner being the 3rd most successful at 71% and 4th most popular sub-category while Food Trucks are to be largely avoided being the 3rd least successful (out of 24 sub-categories) in spite of them being the 5th most popular sub-category.
  + Given the even distribution between all months, crowdfunding campaigns that launch between June and September have some of the best success rates, albeit not by a significant margin.
* What are some limitations of this dataset?
  + The uneven distribution of crowdfunding campaigns between categories and sub-categories makes it so we cannot evaluate success rates equally in the same way that we can with the distribution of campaigns between months. Prominent examples of why this is a problem are journalism, audio, and world music, each of which have a 100% success rate yet no more than five samples in any of them. Alternatively, instead of acquitting this issue to the distribution of the samples, we can say that this problem would be partially alleviated with a larger pool of samples to choose from.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + We can utilize a pivot table to track the relation between the average donation value for any given campaign and the success of the campaign. The value it could provide to us is possible insight into whether smaller donations, larger donations, or somewhere in the middle is the key to having a successful campaign.

**Statistical Analysis (20 Points)**

* A brief and compelling justification of whether the mean or median better summarizes the data (5 points)

For both the campaigns of successful and unsuccessful backers alike, we can see with the help of histograms that in both cases of the data, there is a high concentration successful campaigns with 16 to 556 backers and unsuccessful campaigns with 0 to 470 backers. What this indicates is a right skew making it vastly more appropriate to use median to measure the center of the data in both the successful and unsuccessful campaigns.