**Module 1 Questions**

1. What are three conclusions that we can draw about crowdfunding campaigns?

* A 56% success rate for campaigns is nothing to scoff at, there seems to be good reason to continue with the successful campaigns.
* The theater category hosts substantially more campaigns than the other categories
* Journalism has the best statistical success rate per the data

1. What are some of the limitations of this dataset?

* We don’t know the means by which these funds were acquired. Were they online donations? Cash only? Open to the public?
* Were there ads run for these campaigns to increase awareness?
* Were donations incentivized via prizes to help increase participation?
* We don’t know the relationship these companies have with their community. Are they going against the needs and wants of the community? Are they active in their community, etc.?

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

* A column displaying success to fail ratio relative to parent
  + According to the first pivot chart/graph one might assume “film & video” and “music” were the most successful. According to the data the “film & video” category had a 57% success rate and a 33% fail rate. While “music” had a 56% success rate and a 37% fail rate. Contrast that to “journalism” which only had four events, but a 100% success rate.
* Chart displaying success of campaign relative to length of time “live”
  + If you could host a campaign that is shorter but can generate more revenue relative to a longer campaign, va-va-voom, good day.
* Column displaying how much money was generated per campaign
  + Comparing this relative to the number of campaigns would help an organization scale up or cut back on campaigns to optimize revenue.

BonusBonus Data Assessment

* Is the mean or median better to decipher this data?
  + Mean seems to be better based off the discrepancy of the min and max values, for both failed and successful campaigns. Median looks more like an outlier relative to the variance and standard deviations.
* More variability with successful or unsuccessful campaigns? Why or why not?
  + There is more variability in the successful campaigns. Given there were more successful campaigns than unsuccessful campaigns one could assume there would be a greater degree of variability. That’s what makes the most sense to me anyways.