**Crowdfunding Report**

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

The three conclusions that we can draw about the crowdfunding campaigns are:

* 1. From the category pivot-table, we can see that the “theater” category has the most successful with 187, as well as the campaign with most, 132 failures. This is followed by “**film & video**” category with 102 successes and 60 failures. “**music**’ is the only other category which is a close contender to these two with 99 successes and 66 failures.
  2. The “**plays**” subcategory is the most popular in “theater”. The subcategories of “**documentary**, **drama** and **animation”** gained the most successes in **“film & video”** category. Lastly, **“rock and indie rock**” being most popular in the **“music”** category.
  3. Irrespective of the year, the months of July, June followed by a tie between the months of January and March, in that order, proved to be the months with the most successful campaigns.

1. What are some limitations of this dataset?

The data given is limited by the fact that the sample size of the population and more details about the states in mentioned countries on which the campaigns were conducted is missing. This might affect the output as more data is used.

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

Demographics play a huge role in crowdfunding campaigns. Including tables with that information like states, counties etc. will help us arrive at conclusions of success or failure more accurately. A graph showing us the relationship between the demographics and success/failure percentages will help us in getting a better understanding of where and why the campaigns failed or succeeded.

**Bonus Statistical Analysis**

1. Use your data to determine whether the mean or the median summarizes the data more meaningfully.

In this case median summarizes data more meaningfully as the data is not symmetrically distributed.

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

Looking at the data the variability is more with Successful campaigns. Yes this makes sense as each campaign has different goals.