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

While having the smallest number of campaigns within the dataset (4), the journalism category boasts a 100% successful funding rate. In contrast, the theater category had the largest number of campaigns (344) but only a 54% successful funding rate, just under the average funding rate of all campaigns in the dataset (56.5%).

Of the campaigns in this dataset, 76% were contributed by the United States which may imply that crowdfunding as a trend was most popular within that specific region garnering $31,409,336 in total funding from 2010 – 2020.

2019 had the highest average percent funded amount (231.67%) of the years documented. Within that year, games, specifically video games, garnered the highest percent funding (729.50%).

**What are some limitations of this dataset?**

The following campaigns (journalism, food, photography, and theater) each only have one sub-category. This lack of detail limits our ability to effectively assess drivers in campaign success for these campaign types. For example, we are unable to determine the types of food trucks which received successful funding out of the total population.

It would appear that the 2020 year does not have complete data as there are only 2 campaigns listed for the year compared to the average of ~100 campaigns for each of the other years in the dataset.

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

Additional views that provide valuable insight into this dataset/population could include:

* A table or bar graph that shows the success rate based on if the campaign received a spotlight or staff pick. This could help identify if being featured as a staff pick or spotlight makes an impact on campaign success.
* A line graph that shows s the average number of backers by campaign type over the years. This could help show trends in engagement and set real support goals.
* A table or scatter plot visualizing the correlation between campaign duration and success rate/percent funding. It could help campaigns set optimal timeframes that maximize success.

**Statistical Analysis**

This dataset is best summarized by the median, because the number of backers varies between campaigns. Successful and failed campaigns both have low and high number of backers, which can make the mean less representative of a successful campaign. The median ignores the outliers, which in this dataset could lead to extreme observations correlating the success of a campaign to the amount of support it receives.

The variance and standard deviation are higher for successful campaigns, when compared to failed campaigns. This indicates that the number of backers varies for each campaign and that success of a campaign may not be directly correlated with the number of backers.