Written Report:

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + There are more successful campaigns than failed campaigns overall.
  + Theater category has the highest number of campaigns. It also has the highest number of both successful and failed campaign among all categories.
  + US has the highest number of successful campaigns while Switzerland has the lowest numbers.
* What are some limitations of this dataset?
  + We do not know the median and mode of the donation so we are not able to see how donation amount affect successful/failed campaign in a detail way.
* What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
  + We can calculate how many days have the campaign last for and plat that data against successful/failed campaign to determine if running for longer days will affect the campaign.
  + We can also make country vs. sub-category graph within successful and failed campaign to find out further details about the correlation between categories and location. From that we can find out which categories has the highest number of successful campaign in specific location which will be useful in preparing the next campaign.
  + We can graph a pivot table with average donation vs. successful/failed, and filtered by country to find out if average donation related to successful/failed campaigns. When we filtered by country, we can also see if country is a factor affect the average donation.

Statistical Analysis

* Use your data to determine whether the mean or the median better summarizes the data.
  + Median is better to summarizes the data this time because this dataset has a lot outliners and high standard deviation.
* Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?
  + The variance is higher in successful campaigns. This makes sense because the standard deviation is higher and the wider spread. Also, the difference between minimum and maximum value is higher that unsuccessful campaigns.