**Module 1 Challenge:**

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

1. The most common categories of crowdfunding campaigns are theater, film & video, and music.
2. The most common sub-category of crowdfunding campaigns is plays.
3. The number of crowdfunding campaigns launched each month is approximately the same throughout the year – there is very little variation between each month (values range from mid 70s to mid 90s).

**What are some limitations of this data set?**

* We cannot make any conclusions about the type of crowdfunding campaign and its relation to failure or success. This is because the number of campaigns for each category is so varied that it is not an even comparison.
* The data does not account for the teams leading the crowdfunding campaigns. The data has no information about the teams (i.e. whether its their first crowdfunding campaign or if they have previous experience in the field). This potentially could play a role in whether or not a campaign is successful.

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

* A table comparing the crowdfunding goal to the number or successful/failed campaigns would be beneficial since it would provide insight on whether having too large of a crowdfunding goal limits or enhances the chances of it being successful (or if there is no relation).
* A graph showing the percentage of failed vs successful campaigns per category would be a better way of showing that comparison than just a bar graph with the numbers (like we did in the activity). It would remove the question of whether the total number of a certain campaign category from the data visualization.

**Statistical Analysis**

**Use your data to determine whether the mean or median better summarizes the data.**

The median better summarizes the data because it is unaffected by the outliers in the number of backers. Some campaigns could have a low number of backers and still be successful since the donation size per backer is larger and visa versa. Using the median account for that.

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

Successful campaigns have more variability. This makes sense because there is probably a common thread that is a trait for unsuccessful campaigns that lowers the variability.