**Excel Challenge Report**

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

1. The 3 categories with the biggest number of campaigns, and successful campaigns are theater, music and film & video, pointing to the idea of people donating more towards entertainment projects.
2. There is a spike in successful campaigns during the months of June and July, which can lead us to think that during the summer people are more willing to donate to entertainment projects, with the hopes of going out to consume them.
3. The average of percent funded in successful projects is 317%, which points to the idea that if a project succeeds, it does by a lot, and when a a project fails, with an average funding percentage of 49% in failing projects, it’s not because it got really close to the goal and didn’t make it, it was because the funding became stagnant before the deadline.

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

* The number of subcategories, it could be expanded to understand even more about what makes a project successful.
* More data points could be better for creating more accurate models.
* It doesn’t show the nationality of backers, which could be valuable to understand what categories of projects have more local success than others.

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

* Line graph comparing categories to average percent funded, to understand which categories tend to have more extreme success and which ones stay closer to the stablished goal.
* Line graph comparting categories to number of backers, in order to know which categories tend to be more popular in this platform.

I consider that, since the data is symmetrically distributed in both successful and unsuccessful cases, the mean works as a better summary of the data relating to the number of backers.

Looking at the Standard Deviation as a measure of variability, we can see that Successful projects tend to have a greater variability than unsuccessful ones. I think this makes sense considering the past data regarding how the popularity of successful projects is driven by the amount of backers, and backers in successful projects tend to donate more. This means that successful projects can have more extreme "outliers" in regards to the number of backers, driving up the variability.