**Report On Crowdfunding Campaign**

**Introduction**

This report discusses crowdfunding campaigns and the amount of successful, failed, and cancelled campaigns each month. In addition, it discusses the limitations of this dataset and suggests tables and graphs that could be created to provide even more information.

**Which measure better summarises that dataset?**

From the dataset, the median better summarises the dataset. This is because the mean is significantly affected by outliers, which is observed as the maximum number of backers is significantly higher than others. As such, it may not be a better representation of the centre of the dataset.

**Is there variability with Successful and Unsuccessful Campaigns?**

Yes, there is significant variability with successful and unsuccessful campaign. This may be related to outliers, which are extremes values present in the number of bakers for successful campaigns. With such variability, it may be challenging to draw accurate conclusions as data lack consistency. Comparatively, unsuccessful campaigns have lower variance, which may posit that datapoints are less spread out from the mean. Hence, they may be less inconsistent and can offer a more accurate conclusion.

**Conclusion**

1. Successful crowdfunding campaigns consistently outnumber failed or cancelled campaigns. As a matter of fact, over 50% of campaigns are successful.
2. The number of all campaigns saw a significant reduction between July and August, especially the number of successful and failed campaigns.
3. The number of backers can vary across campaigns as some have no backer while others have over 100 backers.

**Limitations**

1. The data only represents a single year, which is not capable to effectively identify long-term trends.
2. The dataset does not provide information about the type of crowdfunding used.
3. There is a limited timeline as the dataset includes campaigns between 2010 and 2019.

**Possible tables /graphs**

1. A table that shows the average donation made by each country. This may identify the amount people are willing to pay based on country.
2. A chart may be created to compare the number of successful campaigns of the different categories. This may identify the categories with the most successful campaigns.
3. A graph that shows the relationship between backers and average donation may show how much backers are willing to pay.