**Written Report,**

**written analysis:**

**Conclusions from the data,  
\*The category of theater was the most successful category.  
\*The category of journalism** **was the worst category.  
\*** The **Sub-Category of** **plays got the most engagement.  
\* The engagement in the summer months was higher.**

**The main limited of our data is sample size together with Outliers.  
Adding the orogen country and average donations could be beneficiary and give us a better picture.**

**Statistical Analysis,  
When data is skewed or contains outliers, the median is a better summary than the mean because it is not significantly impacted by extreme values, providing a more accurate representation of the "typical" data point, while the mean can be pulled drastically towards the outlier, distorting the central tendency.**

**In our case, the variance is significant so using the median could give a more accurate analysis.**

**The successful campaigns have more variability compared to the unsuccessful campaigns. It could be explained by the fact that the unsuccessful campaigns have a smaller sample.**