CONCLUSIONS FOR CROWDFUNDING DATASET

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

   ➢ Each country has a preference for categories, before doing a campaign is better to do a studio, this gets a better possibility to get a good profit.
   ➢ Having more backers is a bigger possibility for the campaigns to be successful.
   ➢ If the Goal is smaller the possibility of successful is bigger, the profit is greater.

2. What are some limitations of this dataset?

   ➢ The goal and the currency are there, but we do not have the number of people who attended the events, for example for now it could be 100 people who pay $1,000ea or could be 20 people who pay $10,000ea.
   ➢ No information of how decided the events, maybe some of the failed events was due to the blurb gave to wrong economic level.

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

   ➢ To visualize which country had more successful, compare the total of crowdfunding activities for each country (rows) with the goal (values) and pledged (values).
   ➢ To visualize the outcome for backers on the countries per category, compare the total backers count (values) by country (Rows) with the outcome (columns) and Parent Category (filters).
   ➢ To visualize which category had bigger or lower pledged vs the goal, compare parent category (rows) with the goal (value) and pledged (value) with the outcome (filter).

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Conclusions for Stadistical Analysis

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

   - The **Mean** represents better the data since the distribution of the values are very extreme, the data is spread out and represents better the central point of the data.

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

   - We have more **Variability** in "successful", and it that's make sense because the data range is bigger, than the "failed". This means that data is too far from the **Median**.

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