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

1. Considering all mixed categories, the crowdfunding campaigns are 56% more likely to succeed and 36% more likely to fail. The number of cancelled campaigns (5%) is insignificant compared to completed ones.

About 70% of the campaigns are art’s related (Film&Video, Music and Theatre) and considering successful campaigns only, the top three most successful categories are Film & Video (18%), Music(17%), Theatre(33%).

If we compare the three categories Food, Games and Photography. We can say that campaigns in Photography are more likely to succeed with the highest rate of success (70%).

1. Given the provided Data and as per the graph representing the outcome per subcategories, it is hard to come up with conclusions as the sample is small and not comparable between the different subcategories. We can say that Plays is the most favored subcategory. Also, if we had to compare the subcategories under Technology, we could say that web is more likely to succeed (75%) than Wearables (63%). Also, television would be the subcategory with the highest rate of success.
2. Based on the third graph, we can observe that during the first trimester, both the successful and failed campaigns are having a similar trend. Afterwards, both trends are taking opposite directions, maintaining a consistent gap with no intersection at any moment.

The peak of the successful campaigns is in July, then a significant drop is observed in August.

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

The sample size is limited. Many conclusions are not statistically significant as the sample size is not large enough for all categories and subcategories.

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

We could analyze the data by year and create a pivot-chart line graph that visualizes the evolution of successful, failed, and canceled campaigns throughout the years (from 2010 to 2020) to determine past trends and be able to predict future trends.

Also, we could analyze the data by backers count and average donation to determine the count of backers and the average donation per category/subcategory as it would help us have more insights on the most popular/successful categories/subcategories.

It would be interesting to focus on the period between Date Creation and Date Ended to determine the duration of each campaign and its impact on the graph representing the trends of successful/failed campaigns over the year / decade.

We could collect more information on the platform used to collect the funds to determine the most popular platform in market.

**Statistical Analysis**

For both successful and failed campaigns, we can observe a large difference between the mean and the median (Mean greater than the median), which means that the distribution is skewed to the right and most values are small. In our case, the median better summarizes the data.

Also, both the variance and the standard deviation are very high. It means that there is a high variability, and the data is quite spread out. Many outliers are to be expected and the Analysis wouldn’t be statistically significant, and this is mainly due to the sample size.