**Crowdfunding Report**

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

1. Initiating a crowdfunding campaign yields diverse outcomes, with instances of both success and failure. Our dataset indicates that campaigns may also encounter cancellation, showing the unpredictability of crowdfunding endeavours. Not every campaign manages to reach its goals.
2. The degree of competition within a specific category can exert a substantial influence on a campaign's likelihood of success. When numerous campaigns are similar within a given category, it can be tough for one to stand out and get backers making success less likely.
3. The data highlights disparities in average donation amounts across various campaigns. Contributions vary widely, some get just a little money, while others get a lot. This suggests that campaigns offering more substantial rewards might attract wealthier backers who are willing to give more.

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

The data is not comprehensive because it lacks details about various aspects of the campaigns, like their marketing strategies and the qualifications of the teams running them.

Additionally, the dataset doesn't offer insights into the campaigns' context or the reasons why backers support specific projects, including the social and cultural factors that influence their choices. This information could be crucial in determining whether a backer will make repeat donations or if their support was a one-time occurrence.

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

We can make a new page that displays the average amount people pledge in different countries. By using a table or bar graph to show this, could provide more insights into which countries have very generous backers and which ones might be more difficult to get pledges from. This way, we can focus on countries where people pledge more.

We can also create a line graph showing the trend of campaigns launched over time. This could provide insights into the popularity of the crowdfunding; is it getting more popular, has the success of crowdfunding changed over time and if we need to change how we do it.

To understand how much people typically pledge and where backers are coming from, we can use a histogram or a box plot. These graphs will give us insights into the usual pledge amounts and how backers are spread out among campaigns.

**Use your data to determine whether the mean or the median better summarizes the data:**

Choosing the median may be more suitable in this case because we have carious categories, with some like theatre, music, film, and video having over 100 campaigns, while others like journalism, food, and games have fewer than 30 campaigns. Using the mean could be skewed by these differences, so opting for the median provides a more representative measure of the typical number of backers across all categories. The median is less influenced by extreme values and category variations.

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

In the data, successful campaigns show greater differences in the number of backers compared to unsuccessful ones. They show higher variance and standard deviation, indicating more variability. This makes sense because successful campaigns are influenced by a range of factors like project quality, marketing strategies, and social networks, all of which can vary widely. As a result, successful campaigns have more variability in the number of backers.

On the other hand, unsuccessful campaigns often share common issues such as poor marketing, weak social networks, unattractive rewards, or low-quality projects. These problems tend to be more consistent, leading to a more similar number of backers and less variability among unsuccessful campaigns.