**Create a report in Microsoft Word, and answer the following questions:**

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

Center points of data –

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Successful** | **Failed** | **Canceled** |
| **Average Percentages:** | 73% | 25% | 2% |
| **Median Percentages:** | 76% | 23% | 0% |

Brokers Donations

|  |  |
| --- | --- |
| **Average:** | 67.55 |
| **Median:** | 68.29 |

Date Created/Date Ended - Count

|  |  |
| --- | --- |
| **Average:** | 15.40 |
| **Median:** | 12.00 |

1. The majority of crowdfunding campaigns are successful.
2. The average brokers donation across all projects is ~68.
3. The average days between creation and ending was ~13.5days
   * What are some limitations of this dataset?

The currency hasn’t been converted to one type so average donations are listed in different currency types which could be misleading.

* + What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
    - Break down by Country to better understand how region influences crowdfunding campaigns.
    - Above I reviewed how long the campaigns take on average (in days).
    - Use donation averages and success rate to forecast how much to expect in pledges for future campaigns.
* Use your data to determine whether the mean or the median better summarizes the data.

I believe that the median better summarizes the central point of the data because the outliers have greatly influenced the mean.

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

Successful –

|  |  |
| --- | --- |
| Diff between the Mean & Median | 650.1469027 |
|  |  |
| Diff between the Min & Max | 7279 |

Failed –

|  |  |
| --- | --- |
| Diff between the Mean & Median | 471.1153846 |
|  |  |
| Diff between the Min & Max | 6080 |

There is more variability with successful campaigns. I’m not sure whether that should make sense.

There is no explanation as to why the goals were set at the number that they were so the rate of success and the variability between the mean and median of donations isn’t clear to me when comparing successful vs failed campaigns.