**Crowd Funding Analysis Report:**

1. **The three Conclusions drawn from the given data regarding Campaigns?**

* Theatre, Film and Video and Music are main parent categories were more successful.
* Audio and World Music subcategory projects have more successful outcomes.
* Science fiction and mobile game projects are having least successful outcomes.
* Number of projects which are successful got peak in the month of July and started declining in August and there is a static progress thereafter on overall years

1. **What are the limitations of the dataset?**

* The dataset was not clean to work with directly in terms of converting all the currency columns to USD single currency and had to split the columns to derive insights and the date format was in timestamp which had to be rectified.
* Had duplicate and inconsistent data, which had to be filtered

1. **What are the other possible tables and graphs that we could create from the dataset?**

* We could create the count of projects which are Pick up as True and False, so as for Spotlight and compare with their successful outcome status.
* We can also create pivot table with percent funded and Average donation and create a pivot table and pivot chart using percent funded as filter and count of outcome as values comparing with parent or subcategory.

1. Is median or mean would be a good metric to summarize the data?

* As the successful campaigns have data which is more skewed due to highly successful outliers due to which mean is shifting, Median would be a good measure to summarize the data

1. Is variance impacts the successful and failed campaigns?

* Observing the data variance for both the campaigns the Successful campaigns have more variance, which means wide range of strategies implied eventually lead to wide range of data