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

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

**1.-** The "successful" column has the highest values across all months, indicating that a majority of crowdfunding campaigns reach their goals.

**2.-** The number of successful and unsuccessful crowdfunding campaigns fluctuates throughout the year, with periods of high and low activity. For example, there's a sharp increase in successful campaigns in July, followed by a decrease in August. This pattern indicates that specific times of the year might be more favorable for crowdfunding campaigns to succeed.

**3.-** While a majority of crowdfunding campaigns were successful in achieving their funding objectives, a significant proportion, 36.4%, failed. This failure rate indicates a substantial challenge for the crowdfunding industry.

* What are some limitations of this dataset?

Some limitations of this data set could be the lack of control variables. Even though the “Crowdfunding” sheet includes the campaigns’ countries the data doesn’t include the states and the counties that might influence campaign outcomes. At the same time, external factors might impact the campaigns, such as economic conditions.

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

Other possible options that we could create would be a table where we can calculate the success rate for each month of each year. The value would allow us to identify and understand external factors, such as economic conditions and pandemics, besides others. On the other hand, we could add pie charts for specific months to compare the percentage of each outcome and be able to highlight increases and decreases over the year.

**Statistical Analysis**

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

**Mean:** successful campaigns have a higher average number of backers (851.15) compared to unsuccessful campaigns (585.62).

**Variance:** successful campaigns exhibit a higher variance (1603373.73) compared to unsuccessful campaigns (921574.68). This suggests that the number of backers for successful campaigns are more spread out and diverse than for unsuccessful campaigns.

**Standard Deviation:** successful campaigns exhibit a higher standard deviation (1266.24) compared to unsuccessful campaigns (959.99). This confirms that successful campaigns show more variability in backers count.

This makes sense because successful campaigns are likely to attract a wider range of backers with varying levels of support. This diversity leads to higher variability in the number of backers for successful campaigns.