**Crowdfunding Data Analysis Report**

Q1) Given the provided data, what are three conclusions we can draw about crowdfunding campaigns?

Ans.

1. Theater (sub category: play) campaigns are the most successful ones.
2. Film & video also became second successful campaigns.
3. Games got the lowest successful rate.

Q2) What are some limitations of this dataset?

Ans.

1. Locations were not defined; only countries were mentioned. I was interested in which cities/towns the campaigns were launched and how people reacted.
2. Source of campaign advertisements.

Q3) What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

Ans.

1. Goal/Parent and sub category table
2. Pivot table dashboard with slicers and charts
3. Clustered column chart to compare values side by side instead of stacked bar chart.
4. Display campaign timeline to show successful/failure campaigns
5. Display boxplot to show significant goal outliers.

**Bonus Statistical Analysis**

Q1) Use your data to determine whether the mean or the median summarizes the data more meaningfully.

Ans. Mean/median both are used to measure the center of dataset. Mean is best to use when there are no outliers. Median is best to use when the data distribution is either skewed or there are outliers present.

Q2) Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

Ans. Success has more variability than failure. High variability means that values are less consistent, harder to predict.