**A close-up of a logo

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**Data Analytics & Visualizations Bootcamp**

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**Crowd Funding Book**

Module 1: Excel

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# Crowd Funding Campaign Analysis

**Conclusions**

1. First, we can conclude that the most successful campaign was observed in ‘Theatre’ category.
2. Secondly, we also notice that even though ‘Journalism’ category had the lowest count for success, it has 100% success rate with 1194 backers.
3. Lastly, we notice that the most successful months for campaigns overall were June and July.

**Limitations of Dataset**

The sample size is relatively small to draw concrete conclusions. The dataset is also missing demographics information. Therefore, the data could be biased based on the country or the region where the data was collected from.

**Other Types of Tables or Graphs**

Histogram could potentially be used to understand the distribution and the frequency of a given attribute or by specific grouping. This could help us visualize the distribution of a category group over a period of time.

# Statistical Analysis

**Mean or Median**

Based on the following calculations, I believe that Median would be a better option to do the analysis. This is due to the fact that the Minimum and the Maximum values are too far apart

A table with numbers and text

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**Variability**

There appears to be more variability with Success data based on the variability scatter plot below.

A screen shot of a graph

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