* 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?

The Crowdfunding Campaign is successful because out of 1000 campaigns we got 565 campaigns were successful, which is more than 50% of the success rate. By Assessing the data categories, Theater (sub-category-Plays), Music, Film & Video contributed more than 50% contribution in overall campaigns, most of the countries has more than 50% contribution for these three categories are getting success, In other categories success varies based on the country and seasons, but Theater, Music, Film &Video has constant success rate.

Summer seasons impact the campaigns especially Jun, July, Aug months are having more success campaigns, but some of the other months are good at getting successful campaigns but Jun, July, August are consecutive success in all the categories.

Crowdfunding campaigns are consistently good at getting a good success rate if the goal amount is less than 50,000.

* What are some limitations of this dataset?

We are not analyzing with the same categories to find a good comparison between these categories to get right conclusions. The results impact on different reasons like diversity, seasons, geographical characteristics, people interest based on these considerations we need to have campaigns.

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

Table visual to show Top 5 campaigns names by pledged or average pledged with categories.

Scatter chart for the Outliers. Pledged Vs Backers count. Avg donation vs Backers count.

Pie chart for the categories, by pledged, by name, by months. (top5)

Maps to show which countries conducted campaigns.

Use Excel to evaluate the following values for successful campaigns, and then do the same for unsuccessful campaigns:

|  |  |  |
| --- | --- | --- |
| successful\_outcome: | | |
|  | mean: | 851.15 |
|  | median: | 201 |
|  | mode: | 85 |
|  | min: | 16 |
|  | max: | 7295 |
|  | var: | 1603374 |
|  | st.dev: | 1266.244 |
|  |  |  |
| failed\_outcome: | |  |
|  | mean: | 585.62 |
|  | median: | 114.5 |
|  | mode: | 1 |
|  | min: | 0 |
|  | max: | 6080 |
|  | var: | 921574.7 |
|  | st.dev: | 959.9868 |

* Use your data to determine whether the mean or the median better summarizes the data.

Mean and Mode doesn’t give you good insights because the average of 851 people contribution make a campaign successful, but if we look at the min contribution is only 16 people also got the success, as per the middle point of the data shows there is campaigns having less the 200 people contributions also got success. The data is distributed very far so I think its not giving right conclusions.

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

Successful campaigns and unsuccessful campaigns have data variability, failures has min of 0 pledges and mode is just 1, for a successful campaign you need to have 851 people to pledge as per the successful data, but on the failed campaign data, average is only 585 people contributions because of this they did not get success.