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

1. The theater and music categories have the most crowdfunding campaigns, indicating strong interest and activity in these areas. However, they also face significant challenges in achieving success, with high failure and cancellation rates.

2. Film & video and technology categories show higher success rates, suggesting that projects in these areas may be more appealing or engaging to potential backers.

3.From 2017 to 2019 there are high successful rate for campaigns, that’s a good sign for someone interested in it.

2.What are some limitations of this dataset?

The dataset includes only 1,000 sample projects. While this is a substantial number, it may not fully capture the diversity and nuances of all crowdfunding campaigns across different platforms and categories.

The dataset is from 2010 to 2020, which is a significant period but may not reflect the most current trends and changes in the crowdfunding landscape, especially given the rapid evolution of digital platforms and consumer behavior.

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

The success rate for both parent and subcategory. This table provides a clear view of which categories and sub-categories have higher chances of success, guiding potential campaign creators on where to focus their efforts.

Recent years data.

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

The median gives a more representative measure of central tendency for backer counts. Both successful and unsuccessful campaigns have a greater value in mean that exhibit right-skewed distributions.

The median more accurately represents typical successful campaigns without being influenced by a few high-backer campaigns, and same for unsuccessful campaigns.

5.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 have higher variance, indicating more variability in the number of backers. Successful campaigns can attract a wide range of backer numbers.

Some campaigns may barely meet their goals with a moderate number of backers, while others may exceed expectations significantly, attracting thousands of backers. So that make sense.