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

1. Theater is the most popular category by far. They have the highest average donation and the highest count of outcomes, this is weird given that there are categories with a higher succesful rate such as technology or publishing (We didnt count journalism because the smaple is to small to be considered)

The category games has the highest fail rate (47.91%), so in case that you are parto of a crowdfunding you shouldnt backup this category.

1. If we coniderall the years January, March, June and July has the highest count of outcome, so in case that you need crowdfunding it will be better if you start on this months. September has the lowest count of outcome so if you are are looking for crowdfunding in september probably you will have a hardtime finding one.
2. Web is the subcategory with the highest success rate so in case that you are looking for a start up you should considered the technolgy category and the web subcategory it has a success rate of 70% , you sould really stay away of the subcategory science fiction of the category video becasue it has the highest fail rate, among all we can really appreciate that the subcategory plays is the most popular just as the category theater so it makes sense.

We didnt considered audio because the sample is too small to be considered.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Etiquetas de fila | canceled | failed | live | successful | Total general | %SUCCES | %FAILED |
| animation | 1 | 10 | 2 | 21 | 34 | 61.7647059 | 29.4117647 |
| audio |  |  |  | 4 | 4 | 100 | 0 |
| documentary | 4 | 21 | 1 | 34 | 60 | 56.6666667 | 35 |
| drama | 2 | 12 | 1 | 22 | 37 | 59.4594595 | 32.4324324 |
| electric music |  | 8 |  | 10 | 18 | 55.5555556 | 44.4444444 |
| fiction | 1 | 7 |  | 9 | 17 | 52.9411765 | 41.1764706 |
| food trucks | 4 | 20 |  | 22 | 46 | 47.826087 | 43.4782609 |
| indie rock | 3 | 19 |  | 23 | 45 | 51.1111111 | 42.2222222 |
| jazz | 1 | 6 |  | 10 | 17 | 58.8235294 | 35.2941176 |
| metal |  | 3 |  | 4 | 7 | 57.1428571 | 42.8571429 |
| mobile games |  | 8 | 1 | 4 | 13 | 30.7692308 | 61.5384615 |
| nonfiction | 1 | 6 | 1 | 13 | 21 | 61.9047619 | 28.5714286 |
| photography books | 4 | 11 | 1 | 26 | 42 | 61.9047619 | 26.1904762 |
| plays | 23 | 132 | 2 | 187 | 344 | 54.3604651 | 38.372093 |
| radio & podcasts |  | 4 |  | 4 | 8 | 50 | 50 |
| rock | 6 | 30 |  | 49 | 85 | 57.6470588 | 35.2941176 |
| science fiction |  | 9 |  | 5 | 14 | 35.7142857 | 64.2857143 |
| shorts | 1 | 5 | 1 | 9 | 16 | 56.25 | 31.25 |
| television | 3 | 3 |  | 11 | 17 | 64.7058824 | 17.6470588 |
| translations |  | 7 |  | 14 | 21 | 66.6666667 | 33.3333333 |
| video games | 1 | 15 | 2 | 17 | 35 | 48.5714286 | 42.8571429 |
| wearables |  | 16 | 1 | 28 | 45 | 62.2222222 | 35.5555556 |
| web | 2 | 12 | 1 | 36 | 51 | 70.5882353 | 23.5294118 |
| world music |  |  |  | 3 | 3 | 100 | 0 |
| Total general | **57** | **364** | **14** | **565** | **1000** |  |  |

**What are some limitations of this dataset?**

One of the first limitations that i found on this dataset was that in the year 2020 we only have one month of data, maybe due to the lockdown, however we have seen a boom in technology after 2020 so it would be interesting to found out how the count of outcome will change by category.

Other limitions that i found was that they didnt show how success was measured, and i think that its important to know what do they call succes so that we have an idea of what happen.

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

Category vs Sum of average donation filtered by years and category vs sum of count of backers, this graphs could help us to understand wich category has the highest sum of average and the highest sum of backers count so that we can understand what are the backers interested and why.

Year vs sum of backers count, with this grap we can see if the number of backers has increased or decreased over the years, that way we could determine wether the backers are actually interested on funding strart up or not, over the years we can see a decreased of backers.

Country vs Sum of average donantions and country vs sum of backers count, this graphs will helps us to determine wich country is more interested in funding start ups and also wich country has the highest average donations, with this information we can understand the decisions given the cultural diferences, with the graphs we can tell that US is by far the number one country interedted in funding.

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

The mean summarizes better the data, this is because the mean is closer to the minimum and máximum, the median is way to close to the mínimum and really far from the maximum.

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

There is more variability in the successful campaign because the Standard deviation is further from the mean, this makes sense because the size of the sample is bigger (there are more backers on a successful campagin) and there are some campaigns that have very few backers and some more popular ones.