**CROWDFUNDING REPORT**

1. **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**
2. The percentage of successful campaigns have a positive trend (the last three years with record numbers of all trend), driven mainly by US performance (76% of the sample).
3. Photography and Technology are the topics with higher succesful rate (over 60%) but still with a high potential only representing 13% of total iniciatives, (Excluding jorunalism due to low # of observations)
4. Projects have a good likelihood to be success when the goal is between a range of $15K to $35K but becomes risky if goal is over $50K.
5. **What are some limitations of this dataset?**

One of the limitations is that one of the countries (US) have the most of the observations (almost 80%) and it could bias the results towards that country performance.

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

In order to have an analysis of trends it is important to see the evolution of campaigns through the time so it is important to include time graphs. Also, it could be included tables about % of success by country to find if there is any geography where it is or is not recommended to start a campaign. Finally, I would do a correlation analysis in the average of the donation vs the outcome in order to find which is the outcome expected according the average gathered.

**STATISTICAL ANALYSIS**

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

In both cases the mean is higher value than median so they have a right skew distribution so the mean doesn’t summarize the data.

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

Both campaigns types are very variables according to high standard deviation and variance but successful are more volatile, furthermore we can see that none of them have a normal distribution, there is 2% and 4% of observations on 3 std deviations range and maximum values have a very high z-score (over 5) and there is a lot of “outliers”, also using Quartiles rules there are 7.3% observations for success campaigns that are too extreme to be normal and 8.5% for unsuccess campaigns, so the distributions of the data is not normal an the values are very variable.