***Crowdfunding Campaigns***

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

1. Understanding consumer needs and designing products that directly address those needs is crucial for crowdfunding success.
2. Innovation and a strong value proposition can help generate momentum and attract backers.
3. Building a strong brand reputation and fostering a community around the campaign can help build trust and encourage support.

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

Although dataset comparison is beneficial, it also has some challenges and limitations. Some of the most common limitations include:

Missing Data and Outliers-

Missing data and outliers are two common challenges that can affect the accuracy of dataset comparison. Missing data can lead to biased results, while outliers can skew the results.

If a dataset contains missing data, it is important to impute the missing values before comparing the dataset to another dataset. Imputation is a process of estimating the missing values based on the known values in the dataset. Outliers can be identified and removed before comparing datasets. However, you need to be careful not to remove outliers that are actually valid data points.

Data Privacy and Security Concerns-

When comparing datasets, you should know about data privacy and security concerns. This is especially important if the datasets contain sensitive data, such as personal information or financial data.

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

Scatter plot

A scatter plot or a scatter chart helps show the relationship between items based on two different variables and data sets. Dots (or plot data) are plotted in an x-y coordinate system. In some scatter plots, a trend line is added (like in the example below) to a scatter plot. Scatter plots show relationships between two variables. Scatter plots have two variables of data that complement each other.

Pie chart

Pie charts highlight data and statistics in pie-slice format. A pie chart represents numbers in percentages, and the total sum of all pies should equal 100 percent. When considering charts and graphs to employ to visualize data, pie charts are most impactful to your audience if you have a small data set. Pie charts are used to Illustrate part-to-whole comparisons — from business to classroom charts and graphs. Pie charts identify the smallest and largest items within data sets. Pie charts compare differences between multiple data points.

Column chart

A column chart is ideal for presenting chronological data. Also known as the vertical bar chart, this type of chart works if there are only a few dates to highlight your data set. Column charts are used to display comparison between categories or things (qualitative data). Column charts show the situation at one point in time using various data points. Column charts share relatively large differences in your numeric data values.

Statistical Analysis

Based on the data provided it was determined that the mean gave a better summarization.

Based on the data there was more variability with successful campaigns.

This makes sense because there may be changes in the process, factors that can’t be controlled, the nature of the measuring process, and the population being measured.