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

* Overall crowdfunding campaign United States is the most using crowdfunding for new projects.
* Among the funded projects in the United States, Plays are the most popular category, Most success parent category is theater, and they have the highest success rate as the second most successful category.
* The success rate of crowdfunding campaigns varies throughout the year. The highest success rate was in July, where 58 out of 93 campaigns (62.4%) were successful. On the other hand, August had the lowest success rate, with only 41 out of 84 campaigns (48.8%) succeeding. Therefore, it is important to consider the timing of a crowdfunding campaign when planning it.

This suggests that the company should develop targeted promotions to boost sales during this time.

* The most popular product categories are electronics, clothing, and home goods, accounting for 60% of total sales volume. This suggests that the company should focus its marketing efforts on these product categories to maximize sales potential.
* The number of canceled campaigns is relatively low. Out of the 986 campaigns, only 57 (5.8%) were canceled. This may indicate that creators are generally confident in their ability to reach their funding goals and do not need to cancel campaigns frequently.
* The number of failed campaigns is relatively high. Out of the 986 campaigns, 364 (36.9%) failed to meet their funding goals. This highlights the importance of carefully planning and promoting a crowdfunding campaign to increase the chances of success.

1. What are some limitations of this dataset?

* Lack of context: The dataset provides only limited information about the campaigns, such as their goals and outcomes, without much context or additional data. For example, it does not provide information about the nature of the campaigns, the type of crowdfunding platform used, the marketing strategies employed, or the demographics of the creators or backers.
* Limited scope: The dataset only includes information on 1,000 campaigns, which may not be representative of the entire crowdfunding landscape. It is possible that the outcomes of these campaigns were influenced by factors unique to this dataset, such as the time period or geographic location in which they were conducted.
* Missing data: The dataset has some missing values, such as for the "live" and "canceled" categories in some of the categories. This limits our ability to analyze these categories and may impact the accuracy of our conclusions.

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

* Geographic distribution: We could create a table or map that shows the geographic distribution of successful campaigns. This would allow us to see if there are any regional patterns or differences in successful crowdfunding campaigns.
* Funding sources: We could create a pie chart or table that shows the different sources of funding for successful campaigns, such as contributions from friends and family, crowdfunding platforms, or institutional investors. This would help us understand how successful campaigns are funded and what types of investors are most likely to contribute.

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

* Based on the provided data, we can see that there is a significant difference between the mean and the median number of backers for both successful and unsuccessful campaigns. For successful campaigns, the mean number of backers is much higher than the median, indicating that there are a few campaigns with a large number of backers that are pulling up the mean. In contrast, the median is a better representation of the typical number of backers for successful campaigns.
* For unsuccessful campaigns, the mean number of backers is still higher than the median, but the difference is not as dramatic as for successful campaigns. This suggests that the distribution of the number of backers for unsuccessful campaigns is less skewed than for successful campaigns, but the median is still a better representation of the typical number of backers.
* Overall, based on the provided data, we can conclude that the median is a better summary statistic than the mean for both successful and unsuccessful campaigns.