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

While theater campaigns seem to have more success at first glance, the data shows that the most successful campaigns, based on those that failed, have the highest percentages in photography, technology, and film and video, all exceeding 25%.

About revenue based on goals and promises, only four categories surpassed their goals, with journalism being the most profitable, exceeding the target by 29%. This data is somewhat confusing since there were only four successful campaigns and none failed.

If we combine the success percentage with the revenue exceeding the promised success, we can say that technology campaigns meet both criteria, with a success rate of 39% overall and 17% above the projected economic target.

Among the subcategories, we can see that the most launched campaigns were in gaming, significantly above the average for theater campaigns. Another highly popular category is music.

Another point highlighted is that among the campaigns launched throughout the year, July is the month with the most success, featuring many successful campaigns. In contrast, August can be considered the month with less popularity, showing a small number of successes and almost on par with failed campaigns.

In my opinion when launching these campaigns the vacation/holiday calendar should be considered, otherwise resources are wasted on unsuccessful launch of campaigns, or target those related to back to school, end of holidays products or services.

* What are some limitations of this dataset?

Figure out whether campaigns are launched solely within one country or if there can be a combination of countries for a single campaign. Assess if there is a pattern among the companies contributing to these campaigns or if it is specific to a particular entity. Gain more insight into which campaigns can be launched in a particular market and understand the potential impact they might have. Show where these campaigns are launched and whether there are drivers that help a campaign achieve greater success, such as launching an ad or conducting internal promotions within a company.

Gather trends about which services or products are being proposed for these campaigns and obtain more details about the subcategories.

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

The success detail based on the total volume of campaigns launched, the performance of the campaigns in relation to their goals, and a deeper dive into the subcategories. Find which country has the most favorable momentum for which campaign and detail which campaign is successful based on its lifespan. For me it would be important to divide the sponsors into a number of groups to look for trends between greater or lower participation.

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

It is more useful for this dataset to be based on the median rather than the average since the dataset being overly broad tends to have many peaks and is lost with the average, even though there is minor difference between one and the other.

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

Campaigns that are segmented between groups of 101 and 300 sponsors with an average contribution of 65.95 tend to be more profitable compared to the others, it is understood that there is a tendency to raise more and greater possibility of success within the most populated environments.