**Analytics of this data**

**Key insights**

1. **Successful Outcomes**

* Total: 565 (57% of all outcomes)
* Highest Month: July(58 successful outcomes)
* Lowest Month: December (42 successful outcomes)
* The overall trend remains fairly consistent, with peaks in July and drops in August and December.

1. **Failed Outcomes**

* Total: 364 (37% of all outcomes)
* Highest Month: January and August (36 and 35 failed outcomes respectively).
* Lowest Month: September (23 failed outcomes)
* Failed outcomes fluctuate throughout the year but remain below successful outcomes.

1. **Canceled Outcomes**

* Total: 57 (6% of all outcomes)
* Highest month: August (8 canceled outcomes)
* Lowest Month: April ( canceled outcome)
* Cancellation remain low compared to other outcomes

**Monthly Trends (Visual Analysis)**

* The blue line(successful) dominates throughout the year, showing positive outcomes are consistently higher
* The red line (Failed) fluctuates with a notable drop in September
* The yellow line (canceled) is minimal across al months but peaks slightly in August and December.

**Conclusion**

The crowdfunding indicates a strong performance with successful outcomes leading every month. While there are occasional fluctuations in failed and canceled counts, overall trends suggest consistent success throughout the year. Recommendations for improvement could focus on reducing failed outcomes, especially during peak months like January and August.

**Analysis of the Data for "Successful" and "Failed" Categories**

**Summary of Analytics**

**Central Tendency:**

**Successful:** Higher mean (851.15) and median (201) compared to Failed (mean: 585.62, **median:** 114.5).

Both distributions are right-skewed due to extreme high values.

**Range:** Successful has a larger range (16 to 7295) compared to Failed (0 to 6080), indicating greater variability.

**Spread:** Successful has a higher standard deviation (1267.37) and variance (1,606,216.59) than Failed (standard deviation: 961.31, variance: 924,113.46), showing the data is more spread out.

**Key Insights:**

The Successful group shows higher values but also greater variability.

Both groups are likely skewed with outliers influencing the results.

The Failed group is more consistent, with lower variability.

This indicates that success is more volatile, while failure is more concentrated.