Data analysis

1. From this dataset we can conclude that people are more likely to succeed in a crowdfunding project when it’s related to art such as film & video, theater and music.
2. We could also conclude that during the months of June and July it is more likely to succeed in a project.
3. The last conclusion would be that from a goal of 15000 to a goal of 35000 you are more likely to have a successful crowdfunding project.

Some limitations of this dataset would be that we do not have a category of causes of failure that would help us determine what to avoid or what to do to have a successful project. Another limitation could be that it does not show any value of marketing investments to obtain backers.

We could have also added a table correlating the average donation to a category, so we could see how much is people donating per category on average, and we could filter this information by country.

Mean vs Median

In this case it would be more beneficial for us to use the median because the data of the backers has many outliers meaning that is not uniform enough to use the mean.