**Report on Crowdfunding Campaigns**

Question 1: Three conclusions that can be drawn from the crowdfunding campaigns are:

1. **August was the worst month for campaigns** as it had the most cancelled campaigns (8), the least successful (41) and the second-highest number of failed campaigns (35).
2. **Between May-July is the best time for campaigns.**  As there was an increase in successful campaigns (from 46-58) with the peak being in July.
3. Between Sept-Dec there is a steady increase in the cancelled and failed campaigns and the number of successful campaigns remains constant.

**Question 2: Limitations of the data set**

* Data only covers a 10-year period. IF done over a longer range it would be more reliable.
* Crowdfunding is for many different types of projects e.g. not specifically for one area for example healthcare projects.
* Data is for projects in different countries US, Europe, UK
* Within the parent category are subcategories

**Question 3: Additional graphs/ tables that would add value could include:**

* Comparison of campaigns in different countries. To see whether you are more likely to succeed in a certain month depending on where you live. Or whether certain countries are more generous givers.

**Statistical analysis Report**

I think the median value would be best to use for this data as it is skewed therefore the mean would be affected by any extreme value (outliers) whereas the median would not.

The successful campaigners have more variability as they have a bigger data set.