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

In the first data analysis, we looked at the number of different results of crowdfunding of different parent categories from different countries and found that overall that theatre had the most crowdfunding campaigns across the countries selected with the most successful campaigns but not with the highest success rate with roughly 54% success compared to journalism which had a 100% success rate though with much fewer campaigns. Though results were highly variable from category to category and in differing countries.

In the second data analysis, we further analysed the different results of crowdfunding from different countries for the different subcategories instead and we found that plays under theatre was again the highest volume for crowdfunding campaigns overall but not always had the highest success rate. Again the data was highly variable between different sub-categories and countries.

Finally in our third data analysis, we looked at the number of crowdfunding results over a time period and found that over the years the number of successful and unsuccessful crowdfunding projects has remained relatively stable with some fluctuations.

We can conclude from this is that the number of successful campaigns has steadily increased over time for most categories and subcategories overall.

These insights can help inform strategies for future crowdfunding campaigns such as choosing the right categories/sub-categories and in which countries are they expected to have more success.

1. **What are some limitations of this dataset?**

One most notable limitation would be for some potentially missing data perhaps due to the timing of the data collection or some other unknown factor.

The limitations found in the data would be measurement successes in which some campaigns have different thresholds to measure ‘success’ or ‘failure’. Some unknown limitations could be sampling bias where we saw there was a large number of theatre crowdfunding projects selected in our sample size. There can also be external factors impacting the results such as global or market factors as well as errors in the data collection as well.

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

Number of campaigns per year and their success and failure rate to see how they vary over time and if indeed we have an increasing trend in successful campaigns or not.

Further analysis of campaign performance for different categories and sub categories over time to identify if there are trends in categories, like for example one category being more successful over time compared to another.

Analysis on Funding Goals against Pledged Amounts with number of backers could be looked at to identify backer’s behaviours of

Bonus Analysis

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

In this scenario, the median is a better measure of centre for both sets of data (successful and failed number of backers). This is because the data sets are both skewed and not symmetrically distributed and both data sets contain outliers that skew the mean values.

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

Looking at the Variance, the successful campaigns are more variable than unsuccessful with the successful campaign showing a sample variance of 1,606,216.59 which is higher than the failed/unsuccessful campaign showing a sample variance of 927,322.73. Likewise, when comparing the sample standard deviation between the two campaigns, we can see that the standard deviation of successful campaigns at 1267.37 is higher than the failed campaigns at 962.98 indicating a higher spread and overall variability.

Given the above variances, it would make sense that successful campaigns would be more variable than unsuccessful campaigns. This can be somewhat explained by some contextual factors such as the successful campaigns may have been influenced by a wider range of strategies and resources compared with unsuccessful campaigns. Looking at the outcome analysis we can see that over time the number of successful campaigns have been increasing and unsuccessful campaigns have been decreasing over the years likely due to better strategies being implemented to ensure success after learning from past failures.