Crowdfunding Report

1. Three conclusions drawn from the Crowdfunding Campaign:
   1. Theatre has the highest success rate, highest failure rate and highest cancellation rate. Although Theatre has a high failure and cancellation rate it is still the highest earning Crowdfunding platform.
   2. The least successful year was 2019.
   3. July is the most successful month of the year followed by June.
2. Limitations of the dataset:
   1. Cells missing information.
   2. Outliers affecting the mean.
   3. Currency is not all the same – should be converted to one currency.
3. Useful graphs or tables:
   1. A graph or pivot tale with the average donation rate of each Crowdfunding Platform.
   2. Pie graph outlining the years with success and failure rates.
   3. Currency conversion chart, converting all donations to one rate to give a true value outcome.

Bonus Statistical Analysis

1. The mean is a better way to measure the average of the backers rather than the median as the median is not a true reflection of the count of backers as opposed to the average.
2. More variability with Successful campaign as the difference between the min and max is greater than that of the unsuccessful backers.