Module 1 Challenge – Crowdfunding by Neal Labern

**Conclusions from the data:**

1. Crowdfunding success hinges on various factors, including the appeal of the project, the effectiveness of the campaign, and the enthusiasm and support of potential backers.
2. Project Concept and Appeal: The project itself needs to be compelling and resonate with potential backers. Whether it's an innovative product, a creative endeavor, or a social cause, it should offer something unique or valuable to backers.
3. Engagement and Community Building: Building a community around the project before launching the campaign can significantly impact its success. Engaging with potential backers through social media, email newsletters, and other channels can help create a supportive network of followers.

**Potential Dataset Limitations:**

* In the context of crowdfunding campaigns, where there may be a few highly successful campaigns that significantly influence the overall funding amounts, the mean can provide a measure of central tendency that takes these extreme values into account.
* Also, it’s important to consider the potential impact of outliers on the mean. In datasets where extreme values are present, the mean may be skewed and not truly representative of the typical value. In such cases, the median, which is less affected by outliers, can provide a more accurate measure of central tendency.

Neal Labern