**Crowdfunding** **Written Report**

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

The dataset contains various attributes about crowdfunding campaigns, including campaign goals, funds pledged, backers, outcomes, and categories. I will now analyze the data to draw three key conclusions about crowdfunding campaigns. ​​

Here are three conclusions drawn from the crowdfunding data:

1. **Success Rate**: Around 56.5% of crowdfunding campaigns are successful, indicating that more than half of the campaigns achieve their funding goals.
2. **Funding Goals vs. Pledged Amounts**: The average campaign sets a goal of about $43 M, while the average amount pledged is slightly lower at $42 M. This suggests that, on average, campaigns tend to fall just short of their goals.
3. **Impact of High Average Donations**: Campaigns with higher-than-average donation amounts per backer have a success rate of about 57.7%, showing that higher average donations positively influence campaign success.

These insights highlight patterns in success rates, funding dynamics, and the role of donor behavior in crowdfunding campaigns.

What are some limitations of this dataset?

Here are some limitations of the crowdfunding dataset:

1. **Limited success measurement**: The dataset only looks at whether a campaign met its funding goal, not what happens after (like project success or product development).
2. **Missing demographic data**: It lacks important details like the location or age of campaign creators, which could affect the campaign's outcome.
3. **Currency differences**: The dataset doesn't account for differences in currencies or regional economic conditions, which could skew the results.

These limitations suggest that while the dataset provides valuable insights, it's incomplete in capturing the full context and nuances of crowdfunding campaign dynamics.

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

Here are some additional tables and graphs we could create, along with the insights they could provide:

**1. Funding Goal vs. Amount Pledged**

* **Table/Graph**: A scatter plot comparing the goal, and the amount pledged for each campaign, with success marked in different colors (successful/failed).
* **Value**: This would highlight the relationship between campaign goals and actual pledges. For example, it might show if setting higher goals leads to failure or if certain ranges of goals are more likely to succeed.

**2. Average Donation vs. Number of Backers**

* **Table/Graph**: A scatter plot or a table showing the relationship between the average donation per backer and the number of backers.
* **Value**: This could provide insight into how the size of donations correlates with the number of backers. It might reveal whether higher average donations compensate for fewer backers or if campaigns with more backers rely on smaller average donations.

**3. Geographical Distribution of Success**

* **Table/Graph**: A map or bar chart showing the success rates of campaigns by country.
* **Value**: Understanding how success varies by geography could offer insights into regional factors that impact crowdfunding campaigns, such as local economies, cultural attitudes toward crowdfunding, or regional platform popularity.

**4. Backers per Country**

* **Table/Graph**: A bar chart or table showing the average number of backers per campaign for each country.
* **Value**: Understanding the average backer engagement by country could provide insights into which countries have more supportive crowdfunding ecosystems or communities.

Use your data to determine whether the mean or the median better summarizes the data

The mean for the "pledged" amount is approximately 42,748, while the median is significantly lower at 11,950. This difference suggests that the data might have some outliers or a skewed distribution, where a few projects raised significantly more money than the rest.

To summarize the data effectively, the **median** would likely provide a better central measure in this case because it is less affected by these extreme values, giving a more accurate picture of the typical project.

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

To find out if successful or unsuccessful campaigns have more variability, we calculated the standard deviation of the money pledged (the amount people gave to the campaign). Here’s what found:

* **Successful campaigns** have a standard deviation of about **64,552**.
* **Unsuccessful campaigns** have a standard deviation of about **45,775**.

This means that **successful campaigns** have more variability (the money they get is spread out more widely) than unsuccessful campaigns.