Questions #1:

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

Response #1:

You could draw several conclusions, among them being the following:

**Funding Goals and Pledged Amounts:** You can analyze the success of campaigns by comparing the “goal” (the amount the campaign aimed to raise) to the “pledged” (the actual amount of money donated by backers). This would allow you to determine which campaigns met or exceeded their funding goals and by how much.

**Geographic Insights:** The “country” column can be used to analyze the geographic distribution of backers. This can help identify regions with strong support for crowdfunding projects or regions where campaigns may need more marketing efforts.

**Category Analysis:** The “category” column can provide insights into the types of projects that tend to be successful on the crowdfunding platform. You can identify which categories have a higher success rate and which ones are more competitive.

Question #2:

What are some limitations of this dataset?

Response #2:

**Lack of Context:** The dataset may lack contextual information about individual campaigns, such as the specific product or project being funded, the marketing strategies employed, or the campaign’s backstory. This context can be crucial for understanding a campaign’s success or failure.

**Selection Bias:** The dataset may not represent a random sample of all crowdfunding campaigns. It might include campaigns from specific platforms, time periods, or geographic regions, leading to selection bias and limited generalizability.

**Limited Variables:** The dataset only includes a limited set of variables or columns. There may be other factors that influence campaign success or performance that are not captured in this dataset, such as marketing strategies, campaign duration, or creator experience.

Question #3:

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

Response #3:

**Success Rate Over Time Line Chart:** Create a line chart that tracks the success rate of campaigns over time. This can help identify trends in campaign success rates.

Statistical Analysis:

Based on the data the median better summarizes the data more effectively than the mean.

The median number of backers provides a more representative measure of the central tendency in this dataset, as it is less influenced by extreme values or outliers. While the mean suggests that, on average, successful campaigns tend to have more backers. The presence of a few campaigns with exceptionally high backer counts significantly skews the mean upwards. These outliers can distort the true typical value of the data.