***Module 1 Challenge:***

**Report on crowdfunding:**

Here, we took sample of 1000 projects and their goals to find the trend and pattern of data.

**Conclusion:**

1. Looking at the pivot table 1.1, we can say that the total number of campaings are comparatively higher in the entertainment sectors like theater, film & videos, and music than in other sectors.
2. Based on sub-category, we can say that the success rate is higher than the failed and canceled combined.
3. Based on different months in years, we can say that there is no distinct pattern in the successful, canceled, and failed campaings over years. Numbers of successful campaings seem to be slightly higher in the month of June and July. There is similar trend with canceled and fail. But if we look at based on goals, we can see huge success with the goal between 15000 to 20000, 20000 – 25000 and 30000 to 35000.

**Limitations:**

1. Lack of information about payment method: if the sample included the method used by different people to make the donation, we could get insight on how different payment methods can impact the campaings output.
2. Small sample size: some of the sub-categories have very small data size, not enough to draw any conclusion.

**Additional graphs/ tables we could prepare, and the insight form them**:

1. Monthly percentage: Percentage of successful, canceled, and failed in each month.
2. Country wise data: no. of campaign in different countries

**Statistical Analysis:**

**What summarizes the data best? Mean or Median?**

The data shows the skewed distribution (162 campaings less than mean and 403 campaings more than mean) rather symmetric. That means most of data lies towards left of mean. So, here in this data set, median would better summarize the data than mean.

**Is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**

The data show that there is more variability with successful campaings. It makes sense because the goal of the campaings is dispersed. For smaller goal, small number of backer count would be sufficient. Whereas for bigger goal, large number of backer count is needed.