Create a reœport in Microsoft Word, and answer the following questions:

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

* US is the country that where maximum number of campaigning attempts have been done
* Theater/plays is the segment where maximum campaigning that has been done to obtain funding.
* Journalism(parent category) has the least amount of campaigns (4) but it is also the only segments that has 100% success rate. World music (sub category) also has 100 % success rate with 3 campaigns.

What are some limitations of this dataset?

Limitations of the dataset:

1. All campaigning segments are not being reported for all the countries hence we cannot compare which country it is performing better with respect to a particular campaign type. This can prove to be useful for developing a holistic picture of how to go about.
2. Reason for failure are not known which can be crucial in determining the choice of campaigning

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

1. Funds raised vs countries – which country is getting us more revenue, and which aren’t. Once we know that we can then explore options of where campaigning can be done to enhance.
2. Funds raised vs category – this would tell us which crowdfunding campaign is likely to succeed.
3. Timing of campaign – this would tell us whether time is a factor while determining whether the campaign is a success or a failure in respective countries, i.e, if a specific time of year is favourable to run crowdfunding: demographic change due to seasonal travel, festivals, social trends, etc…

Q1 . Use your data to determine whether the mean or the median better summarizes the data.

A1. In both cases, the Median is better as it lies almost in the middle of the values, rather than the mean, hence the correlation of data is better.

Q2. Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

A2. There is more variability in the successful campaigns. As you can see the standard deviation is higher and the variance as well. From a data standpoint, it doesn’t make sense just like this. As the spread of data values for successful campaigns can be spread, as the degree of success: campaigns have different goals and in cases, you may have instances where fewer backers may pledge large amounts to meet them. Clearly, other factors are involved that must be taken into consideration to determine pattern-attributes that can be used to gauge success. For e.g. it is good to compare a mode of campaign the success vs failure in a country that would tell us whether we need to proceed with this campaign or not as per its success story.