**Report**

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Module 1

**Conclusion from The Data**



**The conclusion from The Data**

The table above shows the campaign outcomes according to a subcategory of goals. The table indicates that the amount of money or goals raised for the most successful campaigns is between 1000 to 4999. On the other hand, for the least successful campaign or the highest number of campaigns that failed, the amount of money raised is between 5000 to 9999. Similarly, the highest number of cancelled campaigns exhibits similar characteristics to those that failed.

Limitations from the Dataset

The dataset contains sufficient information for analysis but has a few limitations. The data has limited information because it only contains a few columns. Additionally, the dataset does not describe the projects, such as project description, duration, and creator background. The dataset lacks contextual details about the projects, such as competition and market conditions. Furthermore, the data has incomplete temporal information.

**Interpretation of Descriptive Statistics**



**Mean and Median**

The mean values of cancelled, failed, live, and successful are 4.75, 30.33333, and 47.08, respectively. Similarly, the median values of cancelled, failed, live and successful are 4.75, 30.33333, and 47.08, respectively. When comparing the mean and the median values, the median values are the best measures of central tendency for this data. The median is the best choice because it is not influenced by outliers, unlike the mean.

**Variability**

The standard deviation of cancelled, failed, live and successful is 2.094365, 4.052683, 0.881917, and 5.017393987, respectively. A successful campaign has the most significant standard deviation, while life has the minor standard deviation. Henceforth, a successful campaign has more variability than all the other campaigns, while a live campaign has minor variability. The variability makes sense because many factors like target audience, popularity of the campaigns and marketing strategies influence successful campaigns.