**THE THREE CONCLUSIONS THAT WE CAN DRAW ABOUT CROWDFUNDING CAMPAIGNS**

Firstly, by looking in the 2nd sheet in excel with the name *PivotTable and Stacked Colum* we can analyse that how many campaigns were successful, failed, canceled or are currently live per category and it concludes that the parent category “Theater” is having a highest rate of outcomes (total 344) in successful, failed and canceled except the live. As compared to all other outcomes the “Journalism” parent category was having a stable rate of successful outcomes by not having either canceled, failed or live outcomes.

Secondly, by looking at the 3rd sheet in excel of pivot table that analyses the outcomes based on sub-category, it shows that there is an upmost rate of outcomes found in “Plays” category and there are two categories named “Audio” and “World music” which shows only the successful outcomes and does not contain any failed, canceled or live outcomes. The pivot chart also concludes that every category at least has a successful outcome as compared to other outcomes like live, canceled etc.

Thirdly, by visualizing the 4th sheet in excel that shows outcomes based on the months in the line chart, it concludes that the month of January has the highest rate of total and successful outcomes are at the top in every month, the failed are at the middle level and the canceled were at the least in the line chart.

**LIMITATIONS OF DATSET**

There are some limitations in the dataset:

1. Data is compared based on only 7 countries such as CA, US, AU, DK, GB, IT and CH.
2. Data is not the recent one and is three years old. We can see collected dataset is from 2010 to 2020.
3. Some parent categories are not having enough sub-categories. For example – In Food category, there is only one sub-category which is food trucks, and this data is missing other important sub-categories under food like restaurant etc. Similarly, Journalism is only having audio sub-category and there is no data for video journalism.

**OTHER POSSIBLE TABLES OR GRAPHS**

There are also some other possible tables or graphs about crowdfunding campaigns:

1. We can create a table or graphs which can help in analysing the outcomes or the prices based on the countries like a graph showing how much money were donated only in Canada, US etc.
2. Also, can create a graphs or table based on when it was created in which year and ended with the help of date created and ended columns.
3. We can find how many staff were picked and spotlighted.
4. We can create box and whisker graphs which could help in finding the outliers.

**WHICH BETTER SUMMERIZES DATA**

By calculating the mean and median of only two outcomes of successful and failed, the best way of summarising the data is based on the number of outcomes. If we consider only successful outcomes the better way is median and if we consider both successful and failed outcomes, then the better way is mean. Mean is better because when we summarize both the outcomes, every single data should be considered of each category and mean is doing that but if we consider for median for only failed outcomes, it cannot summarize the zero-level data so for this mean is the best way.

**DETERMINING VARIABILTY**

The variability of both the successful and unsuccessful campaigns can be determined by the number of outcomes. By analysing the outliers of the successful campaigns, it shows that is has less variability because there are less outliers and dots for successful are closed to each other and the unsuccessful(failed) campaigns has more variability because there are more outliers, and they are far from each other. Number of outcomes for succesful is more and outliers are less on the other side for Failed, number of outcomes are less and outliers are more so it concludes Failed is more variable.

