*Background*

*Crowdfunding platforms like Kickstarter and Indiegogo have been growing in success and popularity since the late 2000s. From independent content creators to famous celebrities, more and more people are using crowdfunding to launch new products and generate buzz, but not every project has found success.*

*To receive funding, the project must meet or exceed an initial goal, so many organizations dedicate considerable resources looking through old projects in an attempt to discover “the trick” to finding success. For this week's Challenge, you will organize and analyze a database of 1,000 sample projects to uncover any hidden trends.*

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

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

Answer:

We reviewed 1000 backers sample projects from Crowdfunding platforms. We draw the conclusion that the biggest industries for launching new products were theater, film & video, and music. Slightly more than half of the campaigns in the prior mentioned industries were successful. The best month to launch a new product was July and the worst month was August. Most of the successful projects had the goal between 15000 and 35000 corresponding counties currency.

1. What are some limitations of this dataset?

Answer:

This data set has limitations, as there are no details about the product that was launched. Also, the detail about the goal is unclear- is it the total revenue or the income only? How much was the initial investment in the project? How many labor hours were invested?

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

Answer:

Create the graph for the country and the time period: Projects were active between 2010 and 2020 which were spread through 7 European and Noth American countries, with majority of the projects being based in the US.

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

Answer:

The mean shows us a better view of the amount of backers involved in each project.



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

Answer:

There is more variability with successful campaigns as the variance is higher and the standard deviation as higher as well.