Written Report

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

1. Plays is the most popular subcategory.
2. June and July are easier to meet the goal. August is hard to be successful.
3. Theater, film & video and music are popular categories.

**What are some limitations of this dataset?**

This Dataset suffers from various quality issues, such as errors and outliers. There is no detail of the donations. For a small goal, one large donation can decide the outcome.

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

We can create the duration of the campaigns to find out if there is a connection between the duration of the campaign with the outcome. We can also find out if staff pick and spotlight can give campaigns better outcomes.

Statistical Analysis

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

The means are influenced by outliers in both successful and unsuccessful campaigns. Because of outliers, it is reasonable to conclude that the median better summarizes the data for both campaigns.

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

The data suggests that there is more variability in successful campaigns compared to unsuccessful campaigns. Successful campaigns exhibit a wider range of values and are more spread out, indicating a greater diversity in their performance. Some successful campaigns may have exceptional results, leading to larger values and greater variability. On the other hand, unsuccessful campaigns may have more consistent and predictable outcomes, resulting in lower variability.