**Crowdfunding Analysis**

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

We can draw conclusions on the popularity of different types of funding, the success and fail rate of different types of campaigns, and the best time of the year to have the highest rate of success. Campaigns can assess their risk appetite based off the type of fund that they choose to raise. For example, journalism has the highest success rate at 100% and face the least competition with only 4 counts of journalism related campaigns. Photography/technology enjoy over 60% success rate while food/games have ~50% chance of success and failure. Theatre dominates the landscape, occupying more than 34% of the campaigns in this list, but their rates of success is only 54%. We can also gauge which months has the highest chance of success. June/July have the highest chance of success at over 60% while May/August have the highest rate of failures (41%).

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

The dataset defines success in terms of reaching its funding goal, but the success of a campaign involves more than just raising sufficient funding. Did the campaign last for a long time? Was the campaign efficient in that it fully utilized all the funding that it raised? In addition, the dataset doesn’t expose the age of a target population. For example, younger population might prefer the music category more over the elderly population. Was the demographic in the country that the campaign was raised have a equal distribution of age range to count its success as fair? With more information and relevant details, we can draw better conclusions to make informed decisions from this dataset.

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

We can create a table to analyze the types of funding raised in different countries to determine what type of campaigns is likely to success in different areas of the world. (See Pivot by Country tab). We can also extrapolate the average donation per category and the average goal of donation per category to see if a higher goal means a higher average donation, and if a higher average donation means more likelihood of reaching its funding goal.

**Excel Analysis**

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

Our data shows that the range of data is approximately 6K for failed and 7K for successful. Therefore, the median better summarizes the data as it is more resilient to non-symmetric distribution of data

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

There is more variance with successful campaigns than unsuccessful campaigns. A high variance indicates that the data points are very spread out from the mean and each other. It makes sense that there is more dispersion of data points in the successful category than failed since there are more data points under the successful category, has a higher standard deviation, and has a higher range than failed category. The scatterplot provides a visual illustration for this reasoning.

Chart, scatter chart

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