Crowd Funding Report

## Conclusions

* Most popular category is theater/plays
* Least popular, but most successful (!00%) is journalism/audio
* Technology/web were 71% successful

## Dataset Limitations

* There is no breakdown of backers per project
* There is no breakdown of backers pledge amount per project

## Other Tables/Graphs (additional value)

* Box and Whisker Chart to show outliers
* Table to show pledged by parent category and country
* Outcome table to ensure only the values defined can be selected
* Country table to ensure only the values defined for each country can be selected
* Currency table to ensure only the values defined for each currency can be selected

*In general, I would consider adding lookup tables for common lists. This would ensure only those values can be selected.*

## Bonus Statistical Analysis

Does mean or median summarize data more meaningful?

In my opinion, the mean is a more meaningful summarization of the data. The average successful campaign has 851 backers, whereas the median number is 201.

## Is there more variability with successful or unsuccessful campaigns?

Successful campaigns have more variance. I think the variability shows the number of backers doesn’t matter much if the proposed project has a solid plan to be successful. For example, project id 1 had 158 backers whereas project id 2 had 1425. Both were successful projects.