Written Report

Conclusions from the data

1. 76% of all the projects were in the US. There are more projects during the first half of the year with a peak in the early summer months.
2. From the data we can conclude that Theater is a very popular parent category. For all the crowdfunding projects, except for the live projects, Theater has been the majority of each group. There were more than 33% no matter if successful, failed, or canceled
3. The crowdfunding projects are the most successful when the goal is between $15,000 and $35,000.

Limitations of the dataset

Some limitations could be the sample size of the dataset, and there are no demographics for the backers. The dataset is for several countries spanning several years, and the sample size could be much larger to provide more accurate findings. The demographics of the backers could include the age of the backer, their income amount, and whether they are in a rural or urban area. Those details would help to create a more successful marketing strategy to reach the desired target group.

Another possible graph that we could use is a histogram graph. Histograms make it easy to see which specific values are the minimum and maximum. It also shows the skewness of the data

Statistical Analysis

The median better summarizes the data because of the outliers. When you have several high values, they skew the average, or mean.

There is more variability with successful crowd funding. Successful crowd funding has a much higher variance. This means the data values are not as consistent, and extreme values are more likely.