**Crowdfunding Analysis Questions:**

* Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?
  + July had the most successful crowdfunding campaigns
    - January had the most failed campaigns.
    - August had the most canceled campaigns.
  + Photography had the best success to fail ratio of 2.36. Technology was second best at 2.29

*Disclaimer: I excluded journalism because it did not have any failures. Journalism also only had 4 campaigns which the sample size did not seem sufficient to proclaim that it had the better success to fail ratio.*

* + - Theater had the most successful campaigns, but they also had the most failed and canceled projects.
  + Projects between $5,000.00 and $9,999 had the largest number of projects at 315. Projects greater than or equal to $50,000.00 was second largest.
    - Projects between $1,000.00 and $4,999.00 had the greatest number of successful projects.
    - Projects greater than $50,000.00 had the greatest number of failed projects
    - Projects Between $5,000 and $9,999 had the greatest number of canceled projects
* What are some limitations of this dataset?

This data does not provide any insight as to the management of these successful or unsuccessful projects. Perhaps there are only a handful of individuals/companies that are responsible for the successful outcome of these projects. It also doesn’t tell me how long these individuals/companies have been in the business of leading such projects. The more junior individuals/companies could possibly have a lower success rate than a seasoned individual/company that has built a solid core competency over time. But without this data I can only speculate which is not a good basis for any analysis.

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

I provided an additional table to include information about the number of successful, failed and canceled projects for each category so that I could see which category backers are providing the greater amount of support. I also gave a success, fail and cancel ratio to see which category was most successful, unsuccessful and canceled.

In the Crowdfunding\_Outcome\_Cat tab I added another column next to the pivot table so I could see a success to fail ratio which gave me better insight as to the outcome of the project based on the category.

Another data set that would have been interesting to explore is a range of the percent funded over the various categories to get a more detailed account of the categories that were overfunded and underfunded. Rather than just seeing a simple success, fail or cancel count we could see the number of projects per category that were overfunded by let’s say 5%, 25%, 50%, 100%, etc.... In addition, there were some projects that were slightly below and others that were marginally above their targeted goal. By looking at this data you could possibly identify a trend in the categories that barely made it or just slightly missed their mark which could provide further insight for your stakeholders and help improve the outcome for these projects that potentially face the issue of meeting/missing their targeted goal by a marginal amount.

**Statistical Analysis Summary:**

The mean is a better representation of the data than the median which appears to be too small to appropriately represent the overall data in a quick summary. The median number of backers for successful campaigns was 201 which does not appear to appropriately represent the overall data. The mean of 851.15 is closer to the standard deviation of 1266.24 and appears to fit the general trend in backer support for successful campaigns.

There appears to be greater variability in successful campaigns than unsuccessful campaigns. Individuals are typically risk averse and may be reluctant to provide support to campaigns they perceive to be unsuccessful. Whereas individuals may get swept up in the herd mentality for campaigns that gain traction and appear to be on the path to success. For these reasons, the data makes sense.