**Chelsea Junger**

**TCC Data Analytics**

**Crowdfunding Data Report**

Plays are the most often submitted project.

July is the most successful month for projects.

More campaigns have been successful than failed.

It is over multiple years this gives an overall view over several countries and many years. It doesn’t show us trends when analyzed this way. The data set is small. It doesn’t consider qualitative aspects.

We could compare the success rates and the size of the goals or pledges. This could help us determine what size of projects are the most successful. It would help us understand the limitations to crowdfunding on these sites.

We could also analyze the number of backers and the success of a campaign. It could help us have an idea about how many people we would need to participate in the campaign.

We could also use a scatter plot to see if there are any trendlines.

Statistical Analysis

I would say for this the mean is more meaningful when we are examining the amount of backers needed for a successful campaign. While the mean is more sensitive to outliers we want to assess what it takes to be successful and therefore the arithmetic average is pertinent.

There is more variability with the successful campaigns. There are not only more success campaigns but the range of the number of backers is larger.