Crowdfunding Goal Analysis

After analyzing the data, I can conclude that:

1. Film and video, music, and theater (Entertainment) is 69.7% or a little over one standard deviation of the total number of crowd funding platforms and have a 56% success rate but all other platforms are more successful at a 58% success rate.
2. The Food and Games platforms are the least successful and have the highest failure rates of 43% and 48% respectively – the total average is 36.4%. but the only outlier is Journalism at 0%
3. Of the 1000, plays are 34.4% of the crowdfunding platforms and the parent category Theater could use another sub category for better data distribution.

Some of the data limitations are the some parent categories don’t have multiple sub categories. Also, there is almost no information gained by separating it out by month on the third graph, it looks consistent.

I believe the Box and Whisker graph would be beneficial. On that graph you will easily be able to tell outliers whether good or bad to help show which platforms are successful.

I believe the Mean better summarizes the Number of Backers data because it is positively skewed.

To me the data shows that there is more variability to the information from the successful campaigns. I believe this because of the Variance, Standard Deviation, and the Max and Min that the data provides. It shows that a campaign can be successful if it is backed by as little as 16 backers and fail it has as many as 6,080 backers. The number of backers doesn’t seem to be correlated to the success of the campaign.