Crowdfunding Report

1. Of all the campaigns most of them were successful with 565 campaigns being deemed successful. Only 365 were deemed failure and only 56 were out right canceled. The crowdfunding campaigns with the most backers had the most amount of money donated towards it. Film and Video was the most popular way for crowdfunding campaigns to use as advertisement.
2. Some limitations of the dataset include the sample size. While 1000 campaigns may seem like a good size to analyze and draw conclusions from, but for a small area or single state. It seems we are looking at global campaigns and having more data would help, especially on a global scale.
3. Two graphs and charts we could add are a circle and scatter plot. The circle could be a good way to show percentage of successful, failed and canceled. For me I’ve always visualized percentages better on a pie chart. A scatter plot could be used to show the relationship between failed and successful relative to the number of backers.
4. The mean is much better for summarizing the data as it shows us an average number of backers for each successful and failed campaign, whereas the median is just the number of backers for a campaign in the middle and does not tell us much.
5. Based on the variance of successful and unsuccessful there is more variability with successful campaigns. This makes sense as there are more successful campaigns so you would expect to see a higher variation. Less campaigns like there are with failed would allow for less variance.