**Module 1 Challenge**

**Crowdfunding Analysis Report**

This report looks at the various aspects of crowdfunding projects across the world. The dataset consists of 1000 data points of information about projects in various categories launched over 10 years from 2010 to 2020. There is also data on launch dates and deadlines, the goal amount, the amount that was pledged and the number of backers. The information also lists the present state of the projects as live, canceled, failed or successful.

# Table Description automatically generatedProjects by category

## Insights:

* Highest number of projects was in theatre, with a success rate of 54%
* The number of projects in journalism was the least at 0.4%. However, success rate was 100%
* Number of projects in the entertainment sector (Theatre, film & video and music was the highest with almost 70% falling under this category with a combined success rate of 56%

# Projects by sub-category

Chart, bar chart

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## Insights

* The highest number of projects were in plays with a success rate of 54%.
* Projects in web technologies had a high success rate whereas those in mobile games and science fiction had the least success at 31 and 36% respectively

# Success Rate by Month

Chart, line chart

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## Insights

* Over the years, June, July and September have seen the highest successes. It is possible that the reason for this is that these are the summer months in North America and though this data is from all over the world, most of it is from North America. This is something that could be investigated further.
* The highest failures seem to be in January.

# Outcomes based on Goal

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## Insights

* The distribution of projects is more where the goal is under $10,000 and over $50,000
* Failure rate is higher at over $50,000
* Success seems to be high between the range of $15,000 and $35,000 but the project numbers here are much lower to be able to conclude this.

# Standard Deviation

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## Insights

* The MEAN value summarizes the data better here.
* There is more variability with the successful campaigns compared to the unsuccessful ones.