# **Crowdfunding Analysis Report**

Conclusion 1: More than half of the projects were successful.

Conclusion 2: For the most part, summer months have a higher success rate than the rest of the year.

Conclusion 3: Finally, from the data we can see that less than 6% of all projects are cancelled.

Some of the limitations to this dataset that I notice are:

We do not see the type of projects that are and are not successful by time of year.

We do not see how large the goals were of failures.

We do not see the grey area of data of how many projects were close to success but just fell a bit short.

I would make a table that includes breakdown by country and their successes and failures. To see which countries are most successful with their crowd funding (by percentage). I would have made another chart showing how close some of the projects were to success and failure. Lastly, I would create a table/graph that shows average donation compared to that of success/failure rate. This could potentially show that expectations of donations for projects by type was too ambitious.

Determination of Mean or Median for better summation of my data:

Since there are many big outliers, the data is skewed. I would say the median is better to summarize the data. I would give the example: If I am presenting to someone about crowdfunding and whether they will be successful or not, you want to shoot for at least 201 people to be successful.

Determination of Variability between successful and unsuccessful campaigns:

They both have a high variability. We can see from the data that even if you have a small number of backers, minimum for a successful campaign was as low as 16. Likewise in the reverse, we see that even a campaign with 6080 backers still failed. I think this speaks to this statistic not necessarily showing backer numbers not being a valid way of success or failure in a crowdfunding campaign, other than you definitely need some backers to fund your project.