Our dataset was generated by edX Boot Camps, LLC and includes 1,000 distinct crowdfunding campaigns. Campaigns are grouped by whether they are successful, live, failed, or canceled. Each campaign was placed into one of nine parent categories and 24 sub-categories.

From our data we can see that campaigns beginning in June and July tend to be the most successful. The top three parent categories are Theater, Film & Video, and Music. The sub-category of plays is 4 times more popular than any other sub-category.

There are some limitations to this data. There are blurbs for each campaign that would be more helpful if they were uniform responses or placed into categories. The donation, pledge, and goal amounts are all in different currencies making comparisons difficult (ie. The average donation). It would also be helpful to know if each campaign had step-goals and at what donation level the goals were reached. It would give more information on the variances between average donations.

If the currency reliant data were converted to align with one currency, it would be useful to see if there are goal levels that are more successful than others.

The median better summarizes this data because the data are skewed, and the mean would be distorted by outliers.

There is more variance in the Successful campaigns. This makes sense since a campaign generally requires more backers to be successful.