When raising money through crowdfunding you can meet intended goals fifty percent of the time based on the dataset that we have. One of the most popular parent categories is theater that can raise the most amount of money but has a about fifty percent success rates to reaching your indented goals. When starting a crowdfunding campaign, it would be recommended to focus on large US companies because most crowdfunding backers came from there and donated the most amount of money.

The dataset has limitations that could give us more accurate answers on which campaigns were the most successful. We do not have demographics on the backers to see if their economic status plays a part on how much is donated to meet crowdfunding goals. We cannot also accurately compare the money raised throughout all categories because we do not have a standard currency rate since we have backers from all over the world. The success and fail rate only show if they met their goals but not how much money was raised. We do not know if the projects require a set amount of money to even start or if raising near their goals would be enough.

I would create a currency converter formula so I can present the data to the international client in their current country’s currency. Also create a line graph that breaks down how much each backer individually donated to see how who we can individually market to them.

BONUS QUESTIONS

1. The median gives us a more accurate summary of the data because our data contains too many outliers to base it on the average.
2. There are more outliers in the data regarding successful campaigns which causes there to be more variability compared to unsuccessful campaigns. This makes sense because the more data you have about one category it will show more variables compared to analyzing smaller data.