Jason Casperson

The information we gathered on crowdfunding campaigns allows us to make some interesting conclusions. For starters, the most successful campaigns happen in June while the most failed campaigns end in July/January. Also, out of all the categories theater has by far the most activity driven by the plays subcategory. Finally, you can begin to analyze some year by year information and see that volatility increases as you narrow the time frame you look at.

Limitations include any biases built into the data along with the limited time range it includes. Also since we didn’t gather this data ourselves we don’t know what was intended on being measured and couldn’t pull any more information or fields in if we needed them.

We could further look at average pledge values and see if there are correlations there or really if anything correlates to a successful campaign or failed campaign. Also we could further look at differences across countries and currencies.

Statistical Analysis:

Mean: = MEAN(DATASET)

* Successful= 849.03
* Unsuccessful = 585.62

Median = MEDIAN(DATASET)

* Unsuccessful = 114.5
* Successful = 200

Minimum = MIN(DATASET)

* Unsuccessful = 0
* Successful = 16

Maximum = MAX(DATASET)

* Unsuccessful =6080
* Successful = 7295

VAR = VAR.S(DATASET)

* Unsuccessful = 924113.46
* Successful = 1606541.97

Standard Deviation = STDEV(DATASET)

* Unsuccessful = 961.31
* Successful = 1267.36

Both datasets are skewed as indicated by the quick analysis I completed by creating histograms. For this reason, we can infer that the median better represents that middle of these datasets. It makes sense that the standard deviation would be bigger for the successful campaignsbecause these films could have anywhere from 1 to practically infinite donors while the unsuccessful movies are bound by 0 and a much lower upper bound since we know the crowdfunding didn’t reach quota.