**Module 1:**

**Statistical Analysis:**

The mean appears to deviate quite a bit from the median suggesting that there are large values (possible outliers) skewing the data. Nonetheless, the presence of the large values in the data set is reflective of the fact that the projects themselves differ greatly in size. Thus, I believe that the mean actually serves to summarize the data more effectively.

The variability was quite high in terms of the backers with both successful and unsuccessful campaigns. This was not particularly surprising given that the number of backers is merely reflective of the size of the budget of the project. The data clearly shows that larger scale projects actually had a greater tendency to fail, so the presence of large numbers of backers in both data sets is to be expected.

**Crowdfunding Data Questions:**

The most telling pattern that leapt out at me was the greatest uncertainty regarding success or failure was to be found at the higher goals. In other words, when more money was involved, far from guaranteeing success, more projects actually failed. Suffice to say, this (funding and success) would be the area I would be most inclined to analyze further.

Generally, projects succeed more often than they fail, and they are rarely canceled. The highest totals of successful projects were launched during the summer. A cursory look at the data also suggests that projects with summer launches were successful at a higher rate as well, though a detailed analysis would still be useful. One interesting hypothesis would center on the month of August. This would be a very small data set, but there was a spike in failed projects and cancellations with a notable drop in successes with only a modest drop in overall projects. In fact, failures and cancellations actually outnumbered successes for the only time in the year. Could there be a “fatigue” factor after the more successful months of June and July?

There does not appear to be a significant difference in the ratio success to failure across the various types of projects, though a deeper analysis could be warranted. The projects with the most successes did also seem to bring the most failures as well.

One of the limitations of the data right now is the lack of any analysis which drills down on the type of project as well as the country of origin. Furthermore, while budget and backers were analyzed and type was analyzed to a degree, no analysis has been done yet on larger versus smaller projects of varying type.

I was working on a pivot table which filtered the size of the goal with the success-failure count of the various types of projects. This data could be furthered filtered by the country. If I were continuing with this data, I would continue down this path trying to determine which size projects in which project types have the highest ratio of success.