Given this data more than half of crowdfunding campaigns will succeed. 56% were successful compared to 36% that failed. Even with adding the canceled campaigns, there were more successful campaigns than those that did not reach their goals.

From the data comparing the month created to success or failure both May and June saw a rise in success and in both May and August there was a fall in the number of failed campaigns. This data shows May or August being the best time to launch a crowdfunding campaign.

From this data the category does not have a meaningful impact on whether a crowdfunding succeeds or fails. When breaking down by subcategories 22 out of 24 subcategories had more or equal success to failures, all except for Mobile Games and Science Fiction, which both had a sample amount under 15.

One limitation of this data set is that it is unclear what other resources each crowdfunding campaign had at its disposal before and during its run. A campaign that had a large media presence and active fan following on social media would be more likely to reach its goal. A more successful company that was running a crowdfunding may also have publicity they can use to increase support for their campaign.

A pivot table that had the parent or sub-category as the row labels with values of the average donation amount and average count of backers would show categories have the highest popularity with backers and the average amount backers were willing to donate to these causes. Being able to filter a table like this by outcome would also display more detailed information about the relationship between categories and backers’ financial involvement.

Another graph that would show a more detailed visual representation of the backers and donations necessary would be a pivot table with the date created with values of min and max of donations and average backers. With a filter of outcomes, you can quickly show how successful or failed campaigns vary in backer count and the range of donations given by date created.

The median should be used to analyze the data as it more accurately represents the average number of campaign backers for either failed or successful campaigns. The mean of backers count is significantly higher than the median in both data sets for successful and failed campaigns. This tells us that the data has high outliers. This also signifies that this data is spread out and has an abnormal distribution. Using the median of the data there is a median middle of 201 for successful campaigns and rounding up to 115 for failed campaigns.

There is more variability with successful campaigns. This makes sense as failed campaigns would be more likely to have less backers and by looking at the min and max of this data set that can be confirmed. Successful campaigns can also end up succeeding by large amounts of donations and backers, which would be represented in the data as higher outliers, creating a higher variance.