Crowdfunding Report:

1. The crowdfunding reports for the parent categories show that “film & video” and “theater” have the highest success rate where journalism has the lowest success rate. This shows that people were more likely to be drawn to visual and interactive entertainment rather than printed media.
2. Looking at the subcategories we are able to see that “plays” had the most success with a total success of 187 while “world music” had a success of only 3. The fact that both “theater” and “plays” had more success, this further proves that people had more interest in live and interactive entertainment. With “world music” having only a success rate of 3, this shows that this music in comparison to other genres is not as popular with “metal” following behind with a success rate of 7.
3. Between January to December, both the success and failed outcomes run close in numbers for each month with June and July having the highest success rate. This shows that people tend to be more active within summer months in purchasing entertainment and media. Families traveling and kids being out of school and nicer weather may be a factor in people taking part more so during these months.

Statistical Analysis:

1. Due to the mean being significantly high for both successful and failed outcomes, the median would best summarize the data in representing a more centralized point for comparison.
2. Looking at the standard deviations for both successful and failed outcomes, it appears that there is more variability within the successful outcomes due to having a greater value. I believe this reflects correctly due to the number of backers for the successful outcomes being much greater than the failed outcomes.