Data Report

Given the data presented it can be concluded that theatre is the most crowdfunded category with plays also being the most funded sub-category along with it, but journalism is the most successful category with a 100% success rate. Crowdfunding overall sees more success in the summertime and levels off in the winter. When looking at the success and failure rate in comparison to the set goals, most backers stay towards the ideas with lower goals as the majority of projects stay below $10000.

While the data that is given is considerably varied and can be observed in different ways the only visual representation is the bar and line graphs, which limit how the data can be interpreted. Using scatter plot graphs would make it easier to notice trends among the data and box plots could be used when talking about goals or specific categories to know where the backers congregate and where the highest interest lies.

Statistical Analysis

(See the Statistical Analysis Excel Worksheet)

In this case the median is better representative of the data as according to the “Outcomes Per Goal” worksheet, most of the projects do not ask for more than $10000, and most of the backers tend to look for the cheaper projects. Calculating the average would not work as the data lies on both ends of the spectrum with little interest in projects between $10000 and $50000.