**Module 1 challenge – Crowdfunding analysis**

Three conclusions about crowdfunding campaigns based on the analysis are:

1. Crowdfunding campaigns are popular among three categories namely Theatre, music and film and video. Though Journalism, Photography, Publishing and Technology have been low in number of campaigns, their success rate has been above the total average success rate.
2. The subcategory of Plays which falls under the Theatre category has been very popular for crowdfunding campaigns. Audio and World music has very low campaign numbers, but their success rate has been 100%.
3. June and July have given more successful campaigns than any other months of the year while August and December are the months with a lowest success rate.

Some of the limitations of this data set are:

* Money spent on marketing and publicity of the campaign – We have no info on any money spent on marketing and publicity of the campaigns.
* Influence of social media – The influence of social media and social media influencers can have a big impact on the success of a campaign.
* Economy of the individual country – The economic situation of the country during the launch date of the campaign can have an impact on the donations received and the backer’s count.

Other possible tables or graphs that would have been of value are:

* Line graph on success rate for each category – This graph would clearly show which category has a higher success rate.
* A pie chart would show the domination of certain categories in the crowdfunding campaign numbers.
* A table with the outcome percentage against the total campaigns would provide more information a success campaign rate.

**Statistical Analysis**

Mean or Median

The Median better summarizes this data because they have a skewed distribution. First standard deviation is less than 68% in both successful and failed data set. There are also high-end outliners in the data set making Median a better way to summarize the data.

Variability

The variability is high in both sets of data but comparatively more with unsuccessful campaigns with many outliners. This makes sense because the success of a campaign is measured by the goal and not by backers’ count. Therefore a campaign with large backers count can fail due to a high goal and a campaign with low backers count can succeed due to a low funds goal.