Crowdfunding Campaigns Report

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Based on the data collected, theater is the most successful category. With people being more active during the summer months, there is a correlation between the blurb and the category that interests the pledges to back the category with their funds contributed. Because of this, theater plays in July had an overwhelming number of engagements. Well more than the nearest categories such as documentaries and rock music. This dataset holds a lot of information but is limited to the breakdown of countries involved. There could be pivot tables for the goal analysis, backers’ analysis, and the frequency filtered by countries to give a better visual understanding of which country does what. Without any visuals, the median summarized the outcomes more accurately than the mean due to the variance calculated. With successful campaigns having 1,215 more backers, the variability was also higher than failed campaigns by 677,454 roughly. This makes sense because successful campaigns outnumbered the failed campaigns by 193 entries that is evident in each pivot chart provided.