Based on data provided by the assignment, certain conclusions can be drawn regarding crowdfunding and trends associated with it. Crowdfunding can be a numbers game in certain scenarios. Target audience plays a role in the chosen media for the attempts. Time of year appears to play a slight role in people’s willingness to give, as well. Unfortunately, the data set provided does have some limitations. There’s no real clear delineation between the socioeconomic backgrounds of the backers. We also don’t have any data on how much capital was spent on marketing to certain demographics. The requested charts and graphs do a great job of displaying the data, but I believe pie charts would be useful as well.

It may seem obvious, but one of the main conclusions I have drawn from this data is that the more attempts taken at crowdfunding tends to yield more successes. The number of failed attempts does go up as well, but not at the same rate. By looking at the categories of crowdfunding type, we can see a huge spike in backer count coming from the Theater. This leads me to believe that these crowdfunding campaigns were related to the arts. In conjunction with that, there are significant spikes of successful campaigns around the holidays and during the summer months. This success suggests that backers are more willing to invest during times of happiness.

If the data set contained metrics on yearly salary of backers, or age, we might be able to break down the data even further. The data shows that the crowdfunding campaigns weren’t as fruitful in gaming as they were in theater. This suggests that the age range of most of the backers is slightly older. The goals of the 100% successful campaigns were in the range of $15000-$35000 and had the lowest number of campaigns, suggesting that these had some of the highest individual investments from backers with more capital. If we had the data regarding yearly income, we could tailor marketing to entice those specific backers.

Although the stacked columns chart is useful for visualizing the data by parent category, I believe pie charts could be used to represent the ratios of the successful, live, canceled, and failed campaigns more vividly. You could also utilize pie charts to breakdown the data into more specific results.

Regarding the statistical analysis of the successful and unsuccessful campaigns, the Mean number of backers for either set of data is a better representation. The Mean gives you a general understanding of how many backers may be needed to run a successful crowdfunding campaign. Th Mean also provides you with a bare minimum number for success when viewing the failed campaigns.

When looking at the variability of the data sets of successful and unsuccessful campaigns, it is quite clear that successful campaigns have a wider variance in the number of backers. This is to be expected because the number of backers is larger. With a larger data set, comes a larger variance.