**Crowdfunding Analysis**

**1.Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**

**-**The best months to start a campaign are June and July. A larger percentage of campaigns begun in those months have a successful outcome.

**-** The most common types of campaigns are in the Theater category, though this category also has the highest cancellation rate.

**-** Crowdfunding campaigns skew towards the arts, a significant portion of the overall number of campaigns launched fall into the film/video, theater, and music categories.

**2.What are some limitations of this dataset?**

This dataset is limited because it is a very small sample of the population of campaigns created in crowdfunding platforms. It also may not be a very representative sample. For example, though there are seven countries included, the data heavily represents the United States. For comparison purposes, it may be more useful to convert all entries to a standard currency value. There is also the possibility that some projects may still go forward to completion with funding levels below 100%, so categorizing “success” or “failure” based on reaching the funding goal may not be that informative.

**3.What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**

A chart showing length of campaign relative to success rate would be useful to show how time on platform affects outcomes.

It would be interesting to show how staff pick/spotlight affects outcome. This could be useful to inform marketing efforts.

A table showing what the average pledge size is per category and sub-category would be useful to determine how many backers a campaign will need to reach to meet their funding goal.

**Statistical Analysis**

**1.Use your data to determine whether the mean or the median better summarizes the data.**

The median of this data is more meaningful than the mean, as there are significant outliers that create a large skew.

**2.Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**

There is more variability within the successful campaigns. Successful campaigns make up a larger data set and can also continue to amass backers even after reaching 100% funding. It would make sense that unsuccessful campaigns naturally tend toward fewer backers and would have a lesser degree of variability.