Crowdfunding Outcomes Data Report:

1. One conclusion based on the data provided is film, music, and theater had the largest number of crowdfunding campaigns launched and therefore the highest number of successful campaigns. Another conclusion was the time of year the crowdfunding campaign was launched did not have a meaningful impact on the success or failure of the overall campaign. The third conclusion found was crowdfunding campaigns with goals within the range of 15000 and 35000 saw a significant increase in percentage of success versus failure.

2. This dataset does not provide clear evidence to why a campaign was successful or why it was a failure. A campaign was deemed successful based strictly on if the campaign received 100% or more of their pledged goal. The dataset does tell us which campaigns had more backing but no evidence to why that was the case.

3. A table and graph showing the percentage of successful campaigns based on category would give intelligence on what category of crowdfunding campaign will give you the highest chance of success. The table and graph provided in this dataset gives the sum of successful or failed campaigns, but it does not show the chance of success. With this information, one could better understand what products will find more success with crowdfunding.

Summary Statistics:

Based on the high variability and standard deviation of backing I thought the median would give us a better central tendency and summary of the data than the mean.

Based on the data, successful campaigns had more variability than unsuccessful. This does make sense to me, because the total number of successful campaigns was considerably more than failed campaigns so you could expect to be more variability in a larger dataset.