

Crowdfunding Report

1. With the data provided you can conclude that there is about a 50/50 chance that a food or game category will succeed or fail based on the parent category pivot table. The most successful campaigns are started in June and July, while the most failed campaigns are started in December and January based on the date created pivot table. Finally, if the campaign asks for less than \$10,000 they are more likely to succeed based on the goal outcome pivot table.
2. Some limitations of the data set include the length of the campaign. Is the deadline when the organizers of the campaign decided to end the campaign or is it when the funding was met/ they decided to cancel the campaign? The 'live' campaigns are misleading, if you isolate just the 'live' campaigns you can see that they all have start dates and end dates, and they span across ~8 years.
3. Other tables and graphs that might provide more value could include how the staff pick and spotlight affects the outcomes of the campaigns, if at all. This would add value to see if getting boosted by the staff or the spotlight would help increase the chance of success based on the category. Another table/ graph that could be useful would be the duration of the campaign in days/months. This would be helpful to find the average duration of successful campaigns in their respective categories.

Backers Analysis

After looking at the data for both the mean and the median it would be best to use the mean to summarize the data. The mean is the average number of backers while the median is just the middle value in the set of numbers. You are able to use the average in a more meaningful way when doing an analysis.

There is more variability within the successful campaigns compared to the unsuccessful ones. This makes sense because there are more successful campaigns with varying numbers of backers.