**Readme**

**Sheet 1, 2 and 4 are for the documentation and experiment purpose , you don’t need to look at it.**

From the data we can see 56.5% of the campaigns are successful and 36.4% are failed.

From the data we can conclude

1. For every crowdfunding campaign in every category the likelihood of a campaign getting successful is more than 50%
2. Crowd funding campaigns with medium goals that ranges from 15,000 to 34,999 have a higher chance of getting pledged and being successful, mostly with 100% success rate. From the data we can conclude most funders tend to pledge projects with medium goal range compared to low range and high range goal projects
3. The data shows campaign duration of the crowdfunding projects ranges from 0 to 59 days, 85% of the campaigns have duration time of less than 30 days this might be due to urgency of the projects but the success rate is consistent throughout each range of time duration. The success rate for projects less than 30 days duration is 56.3% and 57.2 for durations ranging from 30 days to 59 days.

**Limitations**

Generally, the dataset has limited context about the campaign. The dataset does not identify what platform is used for the campaign such as Kickstarter or Indiegogo. Each platform might have its’ own trend and patterns and might have an effect on the success rate of the campaign. There is no any information about the backers of each campaign, which might play great role on the outcome of the campaign.

**Tables and graphs**

We can use bar chart to clearly show the goal range and the corresponding outcomes for each goal range.

Pie charts can be used to show the proportion of failed and successful projects or the distribution of different categories of crowdfunding campaigns in the us.

We can also create combination of bar chart and line chart to understand the data more and locate where the measures of central tendency (such as mean and median) lies in the dataset

* Based on the above charts we can see the median better summarizes the data. Few values of backers\_count highly skewed the data and the mean value does not describe the distribution of the majority of the data.

|  |  |  |
| --- | --- | --- |
|  | **successful** | **failed** |
| **Mean** | 851.15 | 585.615385 |
| **Median** | 201 | 114.5 |
| **Minimum** | 16 | 0 |
| **Maximum** | 7295 | 6080 |
| **Variance** | 1603373.73 | 921574.682 |
| **Standard deviation** | 1266.24 | 959.986813 |

* Based on the above table for variability measures on backers\_count for successful and unsuccessful campaigns, successful campaigns show more variability. Because there is broad range of backers and pledges in successful campaigns. There is also higher percentage of successful campaigns in almost every category and sub category that makes it diverse and expand the variability measures.