

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

If you are thinking about starting a crowdfunding campaign in the Journalism category, you should do it. 100% of those campaigns were funded. However there were only 4, so not the best sample size.

Actual conclusions:

More campaigns that were started in summer months had higher number of successes. So the question is why. Perhaps it's that there is more time by those promoting the campaign, and those electing to fund them.

Another conclusion is that if you are considering campaigning for a play, music, or film & video you have a likely chance to get funded. There are more funded projects in these groups, however, the rate within in each group isn't necessarily high. So I would recommend putting a lot of effort into selling your campaign to others to entice them to support your campaign. So there are a lot of successful campaigns, but keep in mind that there are also a good number of failures in those categories. So marketing would be key.

Last conclusion would be pricing your goal. It looks like that there's a sweet spot for funded projects. Of course it depends on what you are trying to get funded, but it's too high or too low of goal the successful percentage drops off. The goal amounts in the middle got funded more often. It could be that people know a 'good' project that they want to back is priced appropriately, and it isn't a campaign overshooting it's goal.

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

It takes out the human condition. These crowdfunding goals are usually based on people's great ideas and those who are like them that want to see a particular dream come true. This is subjective to those funding the projects and those campaigning for backers. That subjectivity is hard to see in these stats.

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

I would like to see foot traffic of people visiting the different projects. It would be nice to see how likely someone was likely to back a project after reading about the goal. I would like to know if my project wasn't getting funded because of the lack of exposure, or if people in fact weren't interested (high traffic, but low number of backers).

## **Statistical Analysis**

The median better summarizes the data. Since the data is skewed we know that the outliers can cause an average/mean to be over/understated. The median can more accurately ignore those outliers at the outer edge of our distribution graph.

There is more variability in the successful campaigns. The St.Dev. is higher, which means each of the data points are farther than the mean than it is for the data points in the unsuccessful campaigns (from that data set's mean).