Crowdfunding Campaigns

*Report*

Upon analyzing the data, it is evident that the theatre subcategory receives a great amount of support, specifically for plays which receives the greatest amount of donations. Film & Video and Music follow with the second and third most donations and the smallest amount coming to journalism. Another point worth investigating are the times which these campaigns are created. Those created between May and August tend to have best success.

Limitations: the number of campaigns within each category and subcategory can vary significantly and could play a role in how truly successful campaigns in each category and subcategory are.

Mean vs. Median

In this scenario, the median summarizes the data better than the mean. There are quite of number of values that are significantly larger than most of the other values. This can be seen in the variance and standard deviation of about 1139. The median represents the value most central and, in this case, most true to the data.

Variability

There was more variability with the successful campaigns than the unsuccessful campaigns. The unsuccessful campaigns had a variance of 923166, yet the successful campaigns hold a variance of 1298073.