DATA SUMMARY

From the data, we can conclude several things. First, the most successful projects are of the parent categories of theater, music, and film & video. The least successful projects are of the parent categories of journalism, photography, and food. The most successful subcategory by far is plays, followed by rock music projects. The least successful subcategories are audio and world music. The most successful campaigns overall were funded in the summer between May and August. Among successful and failed campaigns, there are drop-offs in February and again in August.

One limitation of the data set are that the currencies are not all the same, so there is not as clear a picture of the goal amount and pledged among as there would be with the same currency.

Another possible table or graph could illustrate when the campaign was created and when it ended, and how much money was raised. Perhaps some of the failed or canceled campaigns were given a shorter window of time during which to raise money, while the successful campaigns had a longer window.

SUMMARY STATISTICS

Because the variance and standard deviation are quite large among both successful and failed campaigns, this indicates more outliers, so the mean summarizes the data better than the median.

Variance and standard deviation are higher among successful campaigns. This makes sense because it illustrates that a little bit goes a long way to make a campaign successful. For example, it may require fewer backers willing to contribute a higher amount, or a large number of backers to contribute a small amount.