# Statistical Analysis for the Data

- The median is a better measure as it is less influenced by outliers, we can use the mean if the data is equally distributed but in this case it is not
- There is more variability with the successful campaign because of 2 reasons which are
  - The numbers of backers in the successful campaigns are much more because of which they are able to reach the targeted money.
  - The money collected for the successful one can cross the 100% and even go to 1040%

Conclusion from the Data
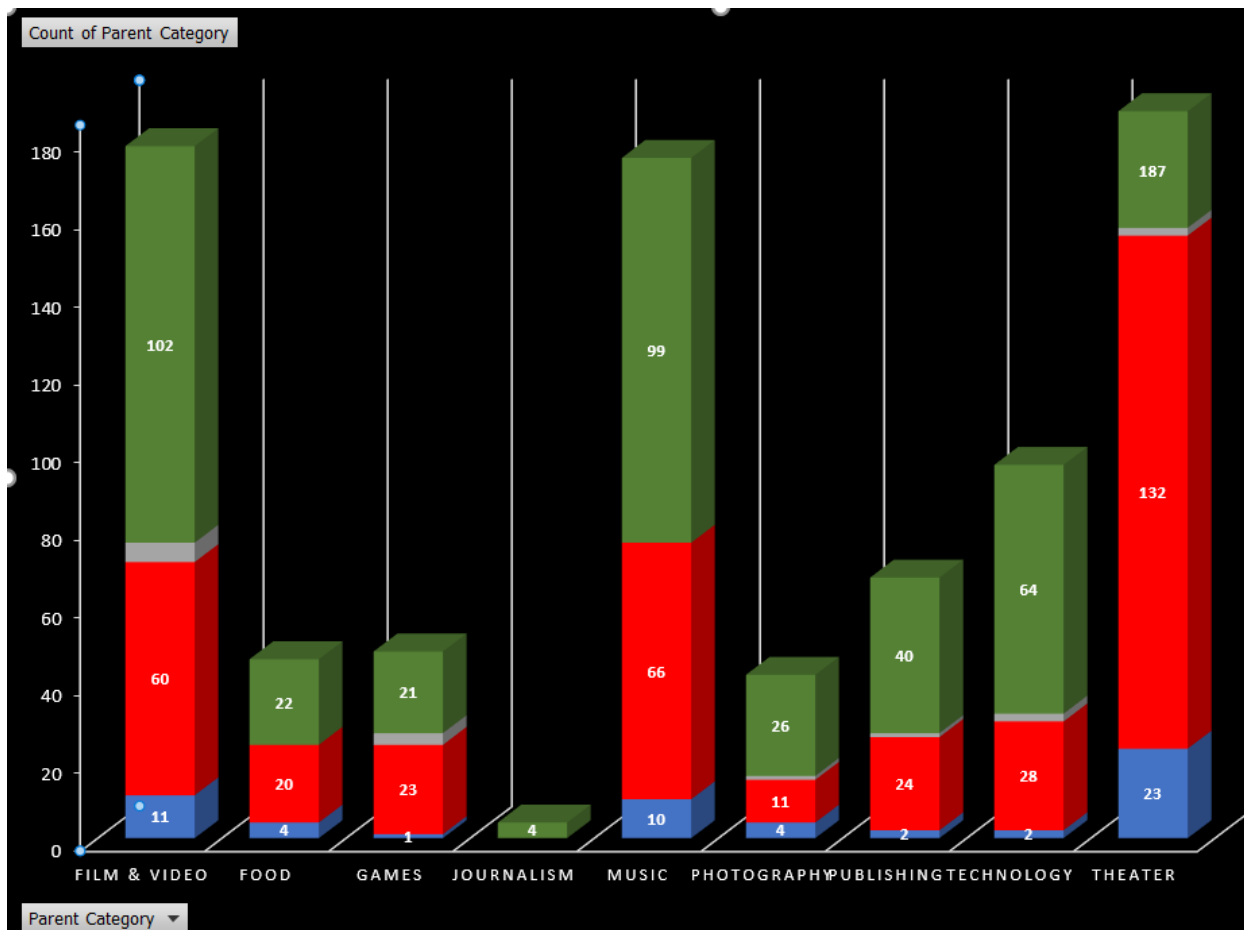
- From this chart it can be concluded that the theatre and journalism has a very less success ratio whereas the film and video and music has the highest success ratio. So these campaigns can be arranged more in the future.
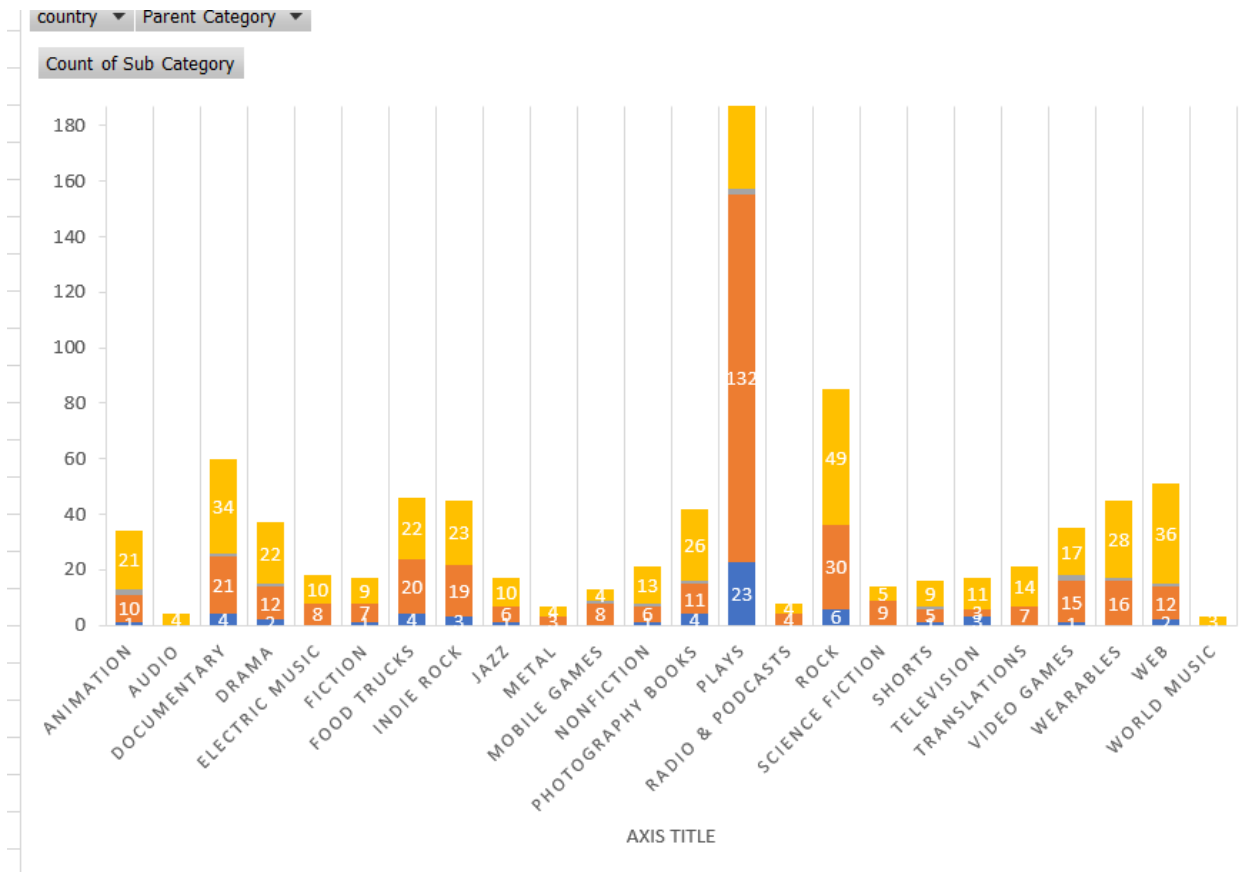
- From this chart it could be concluded the number of campaigns for the "Plays" ate the highest and even the success ratio is great as well
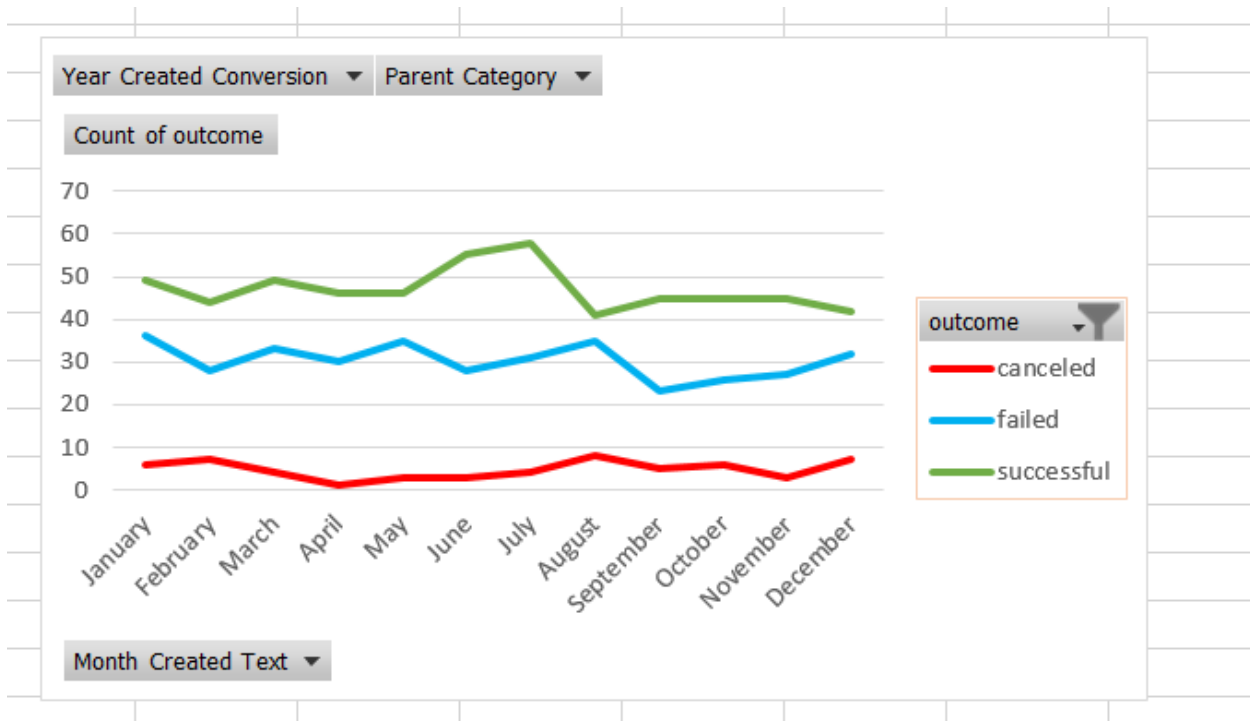
- Out of the above chart this could be concluded that the highest number of campaign happens in the month of July and the lowest one in August

Outcomes Based on Goals
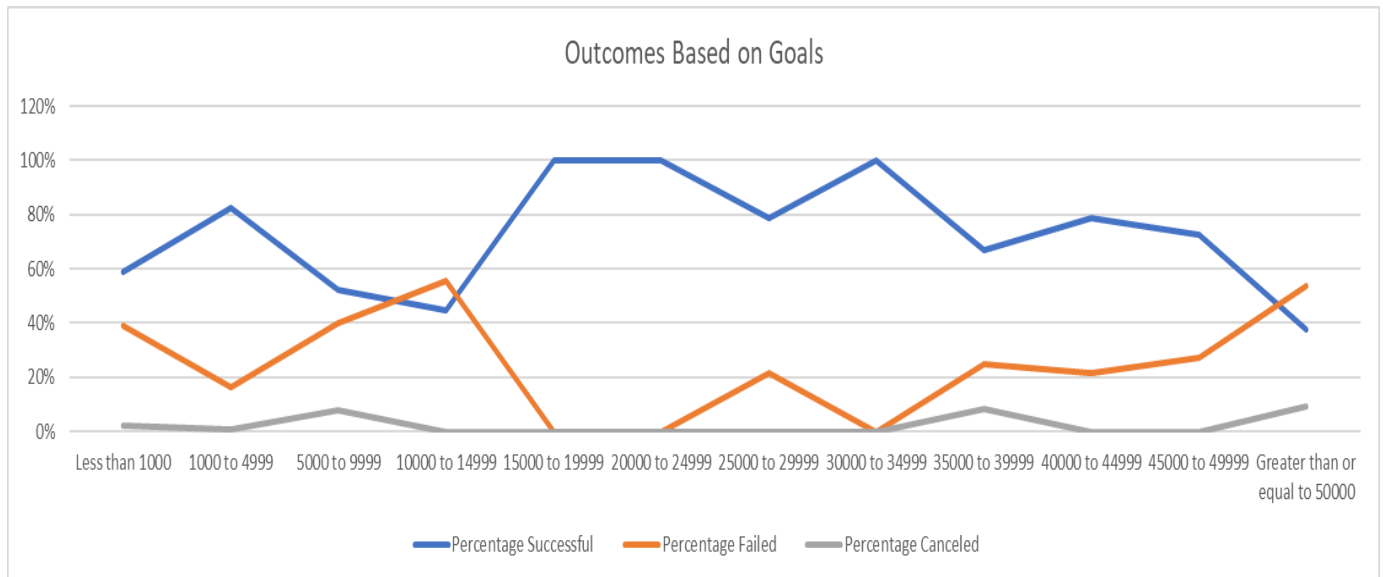
- Out of this chart one could conclude that the percentage of success was much higher for the ranges between 15 to 25 thousands and 30 to 35000 but the campaign were only few in numbers, so in future more campaigns can be organized around this amount and the most number of campaigns which are organized and been successful were between 1000 to 10,000 so safe bet would be to organize this category more.

Other Suggested Charts

- Histogram of percentage funded can be made to see the median and to get the knowledge of what amount most people are donating and is a success as well.
- A chart of average donation can also be created to see what is the average amount which people can donate
- A chart showing the mean and median of pledged money can also be created to find the same information
- A Pivot table and a Chart of 'sub category' showing the pledged money can also be made to see what category brings in the most money?

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