Crowdfunding Report- Brian Keffer

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

* Slightly over half, approximately 57%, of the crowdfunding campaigns were successful while approximately 37% failed. Failing campaigns make up approximately 65% of all successes. Data suggests that crowdfunding is not overly successful.
* Theaters ran twice or more campaigns than the other businesses. A higher sample size, however, did not provide better results.
* The month of June showed the highest success rate at approximately 64% with Jul and September close behind. The highest failure rate came from May and August with approximately 42%.

1. What are some limitations of this dataset?

Even though this data was broken down into subcategories, there still could be a wide discrepancy in how the crowdfunds were managed, and what kind of patrons or backers came to those events.

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

Another graph/table combination that could be worthwhile looking into is one that further analyzes the percentage of funding accomplished in the campaign as well as the average donations. This would allow the organizers to better determine if the campaign was a success or not based on what they expect their backers to donate.

Additionally, a scatterplot that includes a comparison between the goals set and how much was raised could be beneficial in determining if there is a correlation between how high a goal was and raising more.

A table that encompasses the average, variance, and standard deviation of the donations earned. Using this table would allow there to be a conclusion made on which months were the best times for a crowdfund. I have done that similarly with the monthly success rates.