Report

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

1. The most successful campaigns were related to entertainment: theater, music and film. Looking at raw number’s theater has the most volume, however reviewing the data by percentage, film &video show the highest percentage for successful campaigns and the lowest percentage for failed campaigns, making it a more successful campaign out of the top three.
2. As far as successful goals, the campaign range is between 1,000-4,999 as the most successful group with a percentage of success at 83% out of 231 projects.
3. Journalism shows as the only campaign without failures or cancelations, although there were none the sample set is too small to show as totally successful campaign compared to other campaigns with a larger sample size.

What are some limitations of this dataset?

1. Limitations of this dataset are the inequal number of project proportions. Journalism has no failures or cancelations, but there are only 4 campaigns. Also majority of the data is collected in the United States vs any other country.

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

1. An additional table with percentages based off the volume to see the actual percent of successful vs. failed as well as a graph to show these findings.
2. Create a graph based on the category and sub category and find the most successful campaign based off that percentage of failed or successful campaigns.
3. Another graph or table based on the total time elapsed for each campaign and whether It was successful or failed

Use your data to determine whether the mean or the median summarizes the data more meaningfully.

1. The mean summarizes the data more meaningfully. The median is just the middle number of backers, while the mean is the average number of backers in both campaigns.