

The dataset of this project shows the results of the amount of money that backers pledged per campaign. The purpose of the project is to analyze the outcomes of the crowdfunding campaigns, and which categories were more successful.

Three conclusions that we can draw about crowdfunding campaigns is that plays had a greater number of campaigns to begin with, which made their chances higher in succeeding their goal amount. Theater had the most crowdfunding campaigns. Music and Film & video were not far behind which shows that the type of demographic that was willing to show liked the Arts.

Some limitations of this dataset are different crowdfunding demographics have specific audiences, which making comparisons on the categories of the campaigns success and failure have a bias. Some other possible tables and/or graphs that we could create would be backer demographics it would show the backers' age range, location, and interests are, and would help tailor for marketing tactics.

In my estimation the mean is considerably higher than the median, but it also shows that the mean has a lot of outliers, therefore since the median shows more of the average number of backers it feels like the better way to summarize the data. I don't think there was much variability in success and unsuccessful the amounts are not very different per category.