Crowdfunding Report

Given the Provided Data what are three conclusions that we can draw about crowdfunding campaigns?

***First analytics from the report drawn shows an overwhelming successful outcome over 187 Under the parent category theater which also overshadow other main categories.***

***Second report under sub-category shows the subcategory “play” shows a very high number of crowdfunding sources as narrowing it down the parent category shows the most funding was originated from theater outcome.***

***Overall, third chart shows an overall successful outcome and which the highest peak was in July.***

What are some limitations of this dataset?

***Data anomaly (very little, no or very high pledge amount) which may skew the datasets.***

***Possibility that there were not enough data samples collected.***

***For data outcome status that is currently showing live may not guarantee full accuracy of the data***

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

***A good recommendation can use is scatter chart to gauge the trends on a specific category over period gauging what cause the increase of successful outcomes.***

Use your data to determine whether the mean or median better summarizes the data:

***Mean provides much concrete data which shows comparison between the successful and failure outcomes of the data statistics.***

Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense?

It does not, the data appeared to be far stretched out as they could be potential outliers in that data that may require data re-evaluation. data shown below, is number of backers count associated with failure outcomes appear to be higher which may result data being too stretched and possible data integrity

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **outcome** | **backers\_count** |  | **outcome** | **backers\_count** |
| Successful | 0 |  | Failed | 1396 |
| Successful | 158 |  | Failed | 558 |
| Successful | 1425 |  | Failed | 890 |
| Successful | 24 |  | Failed | 142 |
| Successful | 53 |  | Failed | 2673 |
| Successful | 174 |  | Failed | 163 |
| Successful | 18 |  | Failed | 1480 |
| Successful | 227 |  | Failed | 15 |
| Successful | 708 |  | Failed | 2220 |
| Successful | 44 |  | Failed | 1606 |
| Successful | 220 |  | Failed | 129 |
| Successful | 27 |  | Failed | 226 |
| Successful | 55 |  | Failed | 2307 |
| Successful | 98 |  | Failed | 5419 |
| Successful | 200 |  | Failed | 165 |
| Successful | 452 |  | Failed | 1965 |
| Successful | 100 |  | Failed | 16 |
| Successful | 1249 |  | Failed | 107 |
| Successful | 135 |  | Failed | 134 |
|  |  |  |  |  |
|  |  |  |  |  |
| Mean (average) | **282.47** |  |  | **1137.42** |
| Median | **135** |  |  | **558** |
| Minimum | **0** |  |  | **15** |
| Maximum | **1425** |  |  | **5419** |
| Variance | **159081.83** |  |  | **1791317.612** |
| Standard Deviation | **409.7800722** |  |  | **1375.076455** |