Charting Crowdfunding

# Conclusions:

1. Based on the given data, one can see that there is a substantial successful rate in the parent category, Theater, and Film/Video. Conversely, a substantial failed rate presents for Journalism, Food and Games categories.
2. While overall, the successful rate of the given datasets show over 50%, the failed and successful start to close the margin after June.
3. In analyzing the subcategories, it is interesting see that both World Music and Audio had a 100% successful rate. The only downside is that the data gathered is very from a very small sample size.

# Limitations:

Several datasets that would improve the analysis are larger sample sizes, more sample source variety, and longevity of success with projects post funding.

# Additional Tables/Graphs:

1. Comparing which countries had more success and failed rates
2. Viewing conversion start to converstion termination trends

# Statistical Bonus:

1. Due to the widely varied (assymetrical) data, the median would be the most meaningful way to summarize the backers count data.

|  |  |  |
| --- | --- | --- |
|  | Successful | Failed |
| Mean | 851.146903 | 585.615385 |
| Median | 201 | 114.5 |

1. Based on the data supplied and analyzed, the successful backers count has a more variability. It makes sense based on the wide variety of campaigns and vastly different goal and pledge amounts. The successful crowdfunding campaigns over all showed over 50% vs the failed and canceled combined were below 50%.