Crowdfunding Data Report

Given the provided data, I would conclude the majority of campaigns are in the theater category. I can also determine the plays subcategory is the most popular campaign. Also, campaigns with a start date in July seem to have the most success.

One possible limitation of this dataset could be the sample size. Just a feeling that in a 10-year period there would be more than 1000 campaigns worth of data. Also, 2020 has a single data for one failed campaign. Given 2020’s economic hardships, we might consider this year’s data an outlier.

It would be interesting to see the outcomes compared to the goal. I would think the higher the goal, the higher the chance of failure. This comparison may provide guidance for what goal to set to be most successful.

I believe the median better summarizes the data since the data seems right-skewed (mean is much greater than median). There is more variability among backers with successful campaigns. This makes sense since there are way more successful campaigns than failed ones. More data would likely lead to more variance.