**Crowdfunding Analysis**

1. Using the data provided in the crowdfunding document the three following conclusions can be made.
   1. The success rate looks of any given campaign looks to be slightly greater than 50% (56.5%). With creative media with the highest rate of success: Theater (33%); Film and video (18%); Music (18%).
      1. **This data gives the highest confidence for any creative in the above spaces.**
   2. Looking at effectives and efficiency of a campaign by looking at highest pledge dollar per avg length of campaign, we get Theater again with the highest with **1M/ Day since their average length of pledge was 15 days.**
   3. With 2017-2019 having the highest success rate (avg 11.5%), the film and video sub-category outpacing others in successes with roughly 17% of success. With Documentary having the highest pledge amount and average donation at 1.1M and 1200 respectively.
      1. **The data is suggestive that any creative endeavor with recent trends is more favorable for financing in documentary creations.**
2. Right off the bat, it looks like demographics of the data looks to be in the developed world. Therefore, anyone in the developing countries may not be able to replicate success in campaigns based on this data (due to differences in culture and consumer preferences).
   1. I did not convert all pledge amount to a singular currency, which could be misrepresentative of the success.
   2. It looks like creative fields makes up a disproportionate number of campaigns with (Theater, Film and music) together making up 70%. Therefore, other parent categories’ success and pledge amounts may be under reported.
   3. Depending on source of data and how it was collected, additional categories could exist and be even more successful and effective. Moreover, if the data is not representative of the total population, then creative and other top categories may be over-representing their chances of success.
3. Could create additional tables and graphs, as I have, on success rate using pledge amount and length of time. Moreover, you could also look at category success by country.

**Statistical Analysis**

1. The median seems to be a better indicator of the central tendency of the number of backers since the average is skewed by high number of projects with low count of backers. In other words, the data is skewed right.
2. The variability in successful campaigns is greater. This makes sense since campaigns that succeed probably have varying causes of success and have wide range of categories, supported by various number of backers. While ones that fail probably have similar underlying causes to their failure. This overtime, will result in people backing less and less projects that have characteristics of projects that have failed in the past.