**Crowdfunding Campaigns Report**

After browsing the data set and doing some initial analysis, there are a few conclusions that can be made. First, it seems that artistic endeavors (film, music, theater) make up the greatest number of campaigns. This could be related to a greater reliance on donations and external financial sources required to fund these specific categories.

A second assumption is that plays, specifically, had the most successful crowdfunding campaigns, by far. Again, this is one specific sub-category of theater that is not necessarily mainstream and doesn’t benefit from media rights and ticket sales in the same way as feature films.

Also, it seems that the most successful campaigns had a goal of raising anywhere between $15,000 and $25,000. This could show that there is a sweet spot of what is too much and too little to ask for when requesting donations.

One major limitation to this data set is the fact that there is not a standardized currency between campaigns. Comparing US Dollars to Canadian Dollars to the Danish Krone is like comparing apples to oranges to bananas. Right away, this would skew data if the currency was not normalized.

Another possible graph/chart that could be utilized to show variance in the data is a box and whisker plot. I chose to create this plot to examine the variance in the statistical analysis of the successful and failed campaigns.

**Crowdfunding Goal Statistical Analysis**

Based on the statistical calculations of successful and unsuccessful backers, the median better summarizes the data for both data sets. I generated a box and whisker plot to show the many outliers at the upper end of each data set, thus skewing the mean (average) to a larger number than what is likely true. If we were to remove the outliers, for example, the mean would adjust closer to the median of the entire sample. Therefore, the median would give a better representation of the whole set.

There is slightly more variability in successful campaigns, likely due to the higher maximum number of backers for a successful campaign. This makes sense because failed campaigns would theoretically not have enough backers to meet the individual goal of each company, thus shrinking the overall variance between minimum and maximum backers.