**Crowdfunding Report**

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Conclusions

* The three most popular categories of campaigns were theater, film and video, and music with a roughly equal chance to succeed in each category. Projects in these categories are successful about 55% of the time. The chances of success are about even regardless of category or sub-category. The only category and sub-category with a 100% success rate is Journalism, but the sample size is 4 which is insignificant compared to the size of the data set. The other 100% successful sub-category is World Music, but again the sample size is 3 and not statistically significant.
* Backer count, average donation, date of the campaign, country, and whether the campaign was a staff pick or spotlighted have no influence on whether a campaign is guaranteed to be successful.
* If a campaign reaches at least 100% of its goal for money pledged, it is successful 100% of the time. The highest amount raised by a failed campaign was 99.7% of the goal.

The primary limitation to the data set is that we do not know why a backer decided to donate to a given campaign. The success rate is about even regardless of category or sub-category with the only indication of whether a campaign is successful being whether or not it reached its funding goal. Without the reason behind the donations, we cannot determine why the campaign met its goal.

Additional graphs that may be helpful would be the average number of backers by category and sub-category. This would show which types of campaigns people are most likely to support. We could also look at average donation size by category and sub-category to determine which types of campaigns people contribute the most money to on an individual basis. If there is a common category or sub-category between the two, that type of campaign may have the best chance of reaching its funding goal.

**Crowdfunding Statistical Analysis Report**

The large difference between mean and median indicates that the data is right skewed so the median better summarizes the data.

Successful campaigns had a higher degree of variability with regards to the number of backers per campaign (successful standard deviation 1,266, failed standard deviation 960). This makes sense because the median number of backers for failed campaigns is lower with a lower degree of variability, so most failed projects have a low number of backers. Successful campaigns have a higher median number of backers with higher variability, meaning that there are more projects with a large number of backers when compared to failed projects.