# Crowdfunding

1. Three conclusions
   1. June & July have the highest counts of success for crowdfunding projects, suggesting that season may influence the creation and success of crowdfunding projects.
   2. The category with the least instances of crowdfunding activity is Journalism.
   3. The most popular sub-category of crowdfunding projects are plays by a large margin.
2. We are unable to verify the source of the data to determine its validity, it could include figures that are incorrectly/inaccurately reported. We are also limited by the sample size of this data. With a larger sample size of data available, we could help ensure that trends identified are accurate.
3. A pie chart comparing the total number of projects in each sub-category would be useful to visualise and compare the prevalence of crowdfunding being used in certain commercial sub-categories. A pivot table comparing the total goal figure of each sub-category would be useful to see what trends exist in terms of the funds required to achieve projects in certain categories.

# Statistical Analysis

1. The median provides a better summary of the data, as the mean is a far larger value for both successful and failed projects. This suggests a right skew of the data, and as such, the median would indicate a number more typical any given project (successful or failed).
2. The variance and standard deviation of the successful projects are higher, suggesting the data set has a greater level of dispersion and general distance from the mean (higher variability). This makes sense as the funds raised for a successful project can far exceed the goal and the funds raised correlates to the number of backers involved. Thus, the distribution of the number of backers is exists across a far greater range of values for successful projects.