Elizabeth Lawal

05/03/2023

Data Analytics

Written Report

**Outcome-Month Analysis:**

When analyzing the line graph that follows the trends of campaigns according to their status, it is evident that there were greater numbers of successful campaigns throughout the years. This could lead to the conclusion that crowdfunding is a key contributor to the success of campaigns.

It is also noticed that outcome numbers decrease among all categories during the Fall seasons (July-September). These results may indicate less campaign activity and funding for various reasons. The transition from summer to fall could play a role in a possible inactivity of supporters each time of the year.

The number of live campaigns is significantly smaller than the rest of the categories. It can be said that crowdfunded campaigning is a short-term process with very few ongoing events. Most of the results in the graph are final and complete. It seems that live campaigns were not happening very frequently during the time of the collection of the data.

Some limitations in this data set can include changes in payments, such as refunds, repeated entries, or any other errors in the data collection system. This could affect the perception of successes and failures in the results.

It would be helpful to create a chart that can draw comparisons between the country from which the funds are given and the status of the campaign. This would give insight into which regions of the world contribute the most, and where to find the most success in crowdfunding.

**Outcome-Backers Analysis:**

The mean successful and unsuccessful backers would best summarize the data. The mean gives a general overview of which category of backers had a successful or unsuccessful outcome. The difference between the means—which is 265.5—is more than double the difference between the medians. The mean shows a greater contrast in the outcomes of supporters involved in the campaign.

The results also show that successful backers have a higher variability than unsuccessful backers. This means that the data for successful backers are more far spread from the mean. A high variance shows unpredictability in the data. It would be more difficult to use such data to draw accurate conclusions.