Crowdfunding Report

Three conclusions that can be drawn about the crowdfunding campaigns are:

1. More campaigns were successful than failed
2. Theatre, film, and music were the largest categories of campaigns
3. Journalism was the most successful, but least attempted, campaign category

Limitations of the dataset are that we don’t know what the rate of success was for the products, only that they were successful or not in meeting their donation goal.

Unsure if I can say bar graph since there were 2 bar graphs in the instructions, so even though we don’t like donut charts… You could do a donut chart with each category and the percent of success by category after creating a column in the data with a formula that calculates the rate of success by category; or an individual pie chart for each with the pieces being split into failed/live/canceled/successful.

Statistical Analysis:

The Median better summarizes the data here because the variance between number of backers is so large.

There is more variance with successful campaigns than unsuccessful.