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Crowdfunding Data Report

- Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?

    - The first conclusion about the data that we can draw is that most of the arts got funded more than other parent categories. For example, "theater", "music", "film & video" had the most successful and grand total of projects overall. If you were seeking funding in those categories, you would have a better chance of getting funded. The second conclusion about the data is that distributions of campaigns are fairly even throughout the year in the categories of canceled, failed, successful, and the grand totals. With January having a grand total of 91 at the maximum and September having a grand total of 73 at the minimum. The last conclusion about the data that we can draw is that financial goals for campaigns between 1000 to 4999 had the best mix of number of successful projects, 191, compared to the percent successful, 83%. This has a large sample size with a proven success rate.

- What are some limitations of this dataset?

    - Some limitations of the dataset are the data is vague with location. It only lists the country of the campaigns, but the data could be drilled down further with states or even metro areas to get a better picture of what types of campaigns where successful in which states and areas of those states to be make a more informed decision on where to launch certain campaigns. The data is also limited by the information of the backers. It only has the total number of total backers and the average donation amount of each campaign's backers. However, it does not have any information om the basic demographics of the backers which could be used to help future campaigns on who to target and what amount of funding to expect from them.

- What are some other possible tables and/or graphs that we could create, and what additional value would they provide?

    - An additional graph we could create is a graph on the amount of average amount of days from creation to end of successful, failed, and canceled campaigns. To get a better idea of the rate of success in a certain time frame and which time frames are most associated with failed projects. Another graph we could create is a graph that correlates the average funding of backers to financial goals of types of campaigns. Creating a better insight on which categories have the most fund heavy backers.

Statistical Analysis

- Use your data to determine whether the mean or the median better summarizes the data.

  - The mean of backers of both the successful and failed campaigns is a better summarization of the data. The median number for both types of campaigns are too far off from the maximum number of backers and the mean numbers are safer to base off.

- Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

  - There is more variability with successful campaigns with a variance in backers at 1603373.73 compared to 921574.68 of failed campaigns. This make sense because there are more successful campaigns than failed campaigns.