Crowdfunding Report

**Conclusions**

1. Theatre is the most common category for crowdfunding followed by Film & Video and Music.
2. The majority of the crowdfunding projects are successful.
3. Projects are more likely to be successful in June and July compared to other months.

A limitation of using excel for a data set like this is it is too large and bulky however I did not encounter any problems with this data set when filtering through the data and creating the graphs and charts.

An improvement/addition would be a line graph to show if there is a correlation between the number of days the projects are live for and the rate of success.

Another graph addition would be to see, if in specific countries, projects are more likely to be successful compared to other projects.

**Bonus Statistical Analysis**

Mean is the average whereas median is the 50% point in the data. If the data falls under a normal distribution curve so is normally distributed, then the mean would be the better option. As the standard deviation was so high, this means the values are far from the mean and therefore skewing the mean, so MEDIAN is more representative and summarises the data more meaningfully.

The standard deviation measures the dispersion of a set of data values meaning the higher the standard deviation the, the more spread out the data is. The standard deviation is the square root of the variance. The standard deviation (and variance) for the successful projects is greater than that of the failed projects. This means there is more variability with successful campaigns and the number of backers is more spread out.