Given the provided data, it looks like crowdfunding campaigns can be useful tools and successful overall with a low amount of cancellations. A quick look at the data would also suggest that there is more success during the summer months, whereas there is a decline in successes and an uptick in fails during the cooler months. The data also shows that the most activity was in the theater category, so a push in that direction could be ideal for future campaigns.

Some other possible tables or graphs to further highlight categories and their success rates would be a pie chart if you’re going for an overall very quick visual that tells a story. Diving deeper into the data, you could also compare the length of the campaigns to their success vs. failure as well. You could also use tables to compare the different countries and the success rate between all of those.

Statistical Analysis Mean vs. Median

The data shows a fairly large variance and standard deviation for both successful and unsuccessful campaigns. Based on this information alone, it would make more sense to use median as it better accounts for outliers and a wide spread of distributions, unlike mean, which is better for data that has normal number distribution and few outliers.