

Crowdfunding Data Report

After a thorough analysis of the crowdfunding data set, we can come to a few conclusions. First, the three most common types of projects launched are theater (344), film & video (178), and music (175). Secondly, there doesn't seem to be a relationship between the type of project launched and their chances of success as all projects had a roughly 50% chance of success. Finally, the monetary goals of the projects varied greatly, as did their chances of success. Many projects had modest goals of less than \$5,000, while others had goals exceeding \$50,000. It was precisely these two types of goals- the most modest and most ambitious- that had the *least* chances of success. Projects with goals ranging from \$15,000 to \$35,000 had the greatest chances of succeeding.

This is a preliminary analysis and further investigation is needed. Additional tables could look at the average donation per project and see if there is any relationship between that and the likelihood of project success. A year-by-year comparison of projects could also be useful as a gauge for the popularity of crowdfunding projects as a whole.

Statistical analysis

When analyzing characteristics of successful and failed projects, we find that both had a large variance, as the number of backers ranged from around one dozen to several thousand. Because of this great disparity, the median is the measure that best summarizes the data. The median number of backers for successful projects was 201, and 115 for failed projects.