Crowdfunding Report

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

* + - * The United States singlehandedly has about 3/4ths of the crowdfunding campaigns included in the provided data
      * The *plays* sub-category was the most popular by a significant margin, accounting for nearly 350 of the campaigns while hardly any other sub-category even breached 50
      * The summer months of June, July, and August seemed to be the most popular time of year for crowdfunding campaigns, as both successful and failed campaigns had a noticeable uptick on the line graph during this time before dropping off in September

**2. What are some limitations of this dataset?**

Perhaps there could be some significance in seeing not just the success/failure rates of certain categories, but rather which categories significantly over/under perform based on the initial goal. We see this touched on as a whole when we calculate the variance in the statistical analysis, but I think it would be interesting to break it down even further based on category and sub-category

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

We could use a table or a bar graph to compare the average donation based on country. While the United States may dominate the other countries in terms of the sheer amount of crowdfunding campaigns, that doesn’t necessarily mean they’re the highest donation on average. Comparing average donation per country may open the door for more crowdfunding in another country.

Statistical Analysis

**1. Does the mean or the median better summarize the data?**

The median more accurately reflects the data in this sample. For successful campaigns the median backers count is 201 while the mean is slightly over 850, meanwhile for failed campaigns the median is 114.5 while the mean is nearly 600; a significant difference. This is due to the outliers present throughout the backers count in both the successful and failed campaigns that significantly inflate the average count.

**2. Is there more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**

Although not much, there is slightly more variability with successful campaigns. This is to be expected for two main reasons. Firstly, most financial goals will be made with realistic expectations, so it’s more likely that organizations will significantly underestimate the success of their campaign as opposed to overestimating it and falling well short. Secondly, no matter how badly a campaign fails, the floor is always 0. Compare that to very successful campaigns, where theoretically there is no ceiling to the amount they can raise. Given this, it makes sense for successful campaigns to have more variability because they aren’t bound by a limited range of 0 and whatever the goal amount was.