Jessica Andras

Crowdfunding Goal Analysis:

Given the provided data, it can be concluded that there were more successful campaigns than the number of failed and cancelled combined. The four most successful campaigns by parent category were journalism, technology, photography, and publishing. The three most successful goal ranges were 15000-19999, 20000-24999, and 30000-34999.

Some limitations of this dataset are it spans across only 7 countries, the parent categories aren’t all the same sample size, and the goals have a wide range up to above $50,000.

Another table that could be created from this data would detail the status of the project (success, fail, cancelled, or live) by amount of backers. This would be an additional way to visualize how the number of backers influenced the campaign completion rate. Another graph that would be helpful to see is average amount of backers by parent category filtered by status and year to provide a simple understanding of campaign category popularity.

Statistical Analysis:

The median better summarizes the data than the mean. Both lists have extreme values for minimum and maximum amounts. The mean would better summarize the data if there was less of a spread and more consistency between number of backers across campaigns.

There is more variability with successful campaigns. This makes sense, because the spread between the minimum and maximum values for the successful campaigns is much larger than the failed campaigns.