Crowdfunding Written Analysis

The first conclusion: The total numbers of backers a campaign has doesn’t necessarily predict its outcome.

The second conclusion: There were more successful campaigns than failed campaigns in all parent categories.

The third conclusion: Over the chosen period Theater had the most campaigns by approximately twice as much as the following category.

One of the limitations of this data set is that there is a large range in the data causing it to be right skewed. The next limitation, this data doesn’t give any descriptive evidence on why campaigns failed.

We could do a scatter plot to show the number of outliers in the dataset to determine the skew. We could also create a line graph showing the average donation size compared against the number of backers to see which campaigns had the largest donations on average. We could also do a pie chart to see which countries donated the most.