**Crowdfunding Data Report**

Given the data provided, we can conclude that crowdfunding is a successful form of fundraising. Over 50% of the campaigns listed between 2010-2020 were successfully funded. By far, film & video, music, and theater had the most campaigns and of those, film was the most successfully funded category (59%). Based on the goal analysis, campaigns are more likely to be funded if the goal is between $15,000 and $35,000. Campaigns also seem more likely to be funded in the summer months (between May and July).

Some limitations to this data set that I found were that one, there were no personal campaigns listed. Many people set up GoFundMe’s to pay for medical bills, funeral expenses, or a new car after an accident, for example. I would like to see how these sorts of crowdfunding campaigns compare to entertainment or technology-based campaigns. The set is also missing the length of each campaign. A campaign that needs to raise money in six months may be more successful than a campaign length of three months. I would also be interested to see how successful or popular each individual business or group was compared to how successful their crowdfunding campaign was. It would be reasonable to think that a more popular or well-known business or group would get funding easier or quicker than lesser-known groups.

When making the tables and charts for this assignment, there were some questions that I still had. I could have made a pivot table and chart based on the outcome of campaigns over time by year instead of by month, which would tell me how successful or popular crowdfunding has been in the last decade. Also, counting the number of campaigns in each category is good, but being able to see a percentage of the total number of campaigns versus the percentage of successful campaigns could add more depth of understanding of which categories are more successful overall. It would also be interesting to see a comparison between the number of backers and the financial goals of a campaign.

**Statistical Analysis**

In this data set, there are 565 successful campaigns and 364 failed campaigns. In this case, the median number of backers per campaign summarizes the data better than the average, because the distribution of the data is skewed to the right, as shown in the histograms below. The data show that the majority of campaigns had between 16 and 556 backers, but because there are some campaigns that had more than that, up to ~7,000 backers, the mean is skewed toward those larger numbers. Therefore, the median better describes the data, since it better matches the majority of the values in the set.

A graph of a crowdfunding campaign

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