**HW #1 Write Up**

Theater has by far, the largest number of campaigns, while the success rate is approximately 54% doesn’t not reflect the same amount of support for these types of campaigns as there are number of campaigns submitted. This could either mean that the market is saturated already with theater, that there is a lack of demand, or that the quality of project submitted is low.

The ‘Film & Video’ category and ‘Music’ Category are very similar in number of submissions, fails, cancellations, and successes. Seeing a similar level of support between these two categories could imply that these categories have a similar type of donor in the socio-economical sense. Someone who values these types of cultural contributions enough to support them at approx. 57% success rate.

There is a level of seasonality to the success rate of projects, seeing spikes in success in early summer (June & July) and then a drop off at the end of the summer. This could be attributed to increased exposure to crowdfunding campaigns and advertising as people go to more events at the start of summer. Conversely, there is a decline in successful outcomes before and after the winter holidays. This is likely due to donors’ money being spent on the holidays rather then a crowdfunding donation. After the holidays and during the new year could be due to donors being more budget conscious as part of a New Years resolution or recovering from money spent over the past holiday season.

The data does not include anything regarding the marketing of a project. A data point as simple as “online marketing” or “billboard” would be able to provide some insight as to how the campaigns were marketed to donors. Marketing would naturally have an impact on the result of a campaign and may lead to additional insights to how a certain type of campaign is marketed, and if a specific category sees success through a specific marketing technique.

A possible table or graph that could be created would be a count of the donors relative to category and subcategory. This type of visualization would help to see what types of projects have the largest number of consistent backers. Including the average donation in this we would be able to estimate the number of backers that are needed for fund a project based on the goal amount and the category of the campaign. With this type of information, you would be able to estimate the success rate of a campaign prior to it being launched.

The statistical analysis of this dataset is best represented by the mean of set. While the median does hold value, it being at 201 for a successful project and 114 for a failed project, compared to the min and max of the project shows that there is a large number of projects at the lower end in number of backers. While the mean shows a truer average of number of backers that is needed to successfully fund the project at approximately 851.