Crowdfunding Report

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

1. Based on data from the years 2010-2020, completed crowdfunding campaigns have a success rate of 57%.
2. The most common category of campaign falls under “theater”, whose success rate is 54.6%, but the most successful campaign category is “film & video” with a success rate of 57%.
3. July is the most popular time to start a crowdfunding campaign, and has the highest number of successful campaigns.

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

Our current data shows us counts, instead of percentages. We can compare to understand popularity and competition with other campaigns, but it does not show us the percentages we’d need to understand how competitive or successful one category is, vs another of a different sample size.

Additionally, including live campaigns in the total count throws off the stats for successes and fails.

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

It would be beneficial to create pivot tables and charts to display the percentage of campaigns that succeed, broken down by category and sub category. This would help further specify the most successful types of campaigns. Contrary to that, we could use the same types of tables and charts to see the least successful categories, least popular categories, and least successful/popular months. This way, if we uncover an unpopular timeframe with a high rate of success, we can recommend starting a campaign during that time so there is less competition.

**STATISTICAL ANALYSIS:**

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| Median is a better way to summarize the data, because there are significant outliers present in both categories ("successful" and "failed"). The median will give us a more accurate look at the trends, because it is influenced less by the outliers than a strict average (mean) would be.   |  | | --- | | Successful campaigns appear to have more variability. This makes sense to me, because there are significantly more backers in the total pool of successful campaigns in comparison to failed campaigns. | |  | |  | |
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