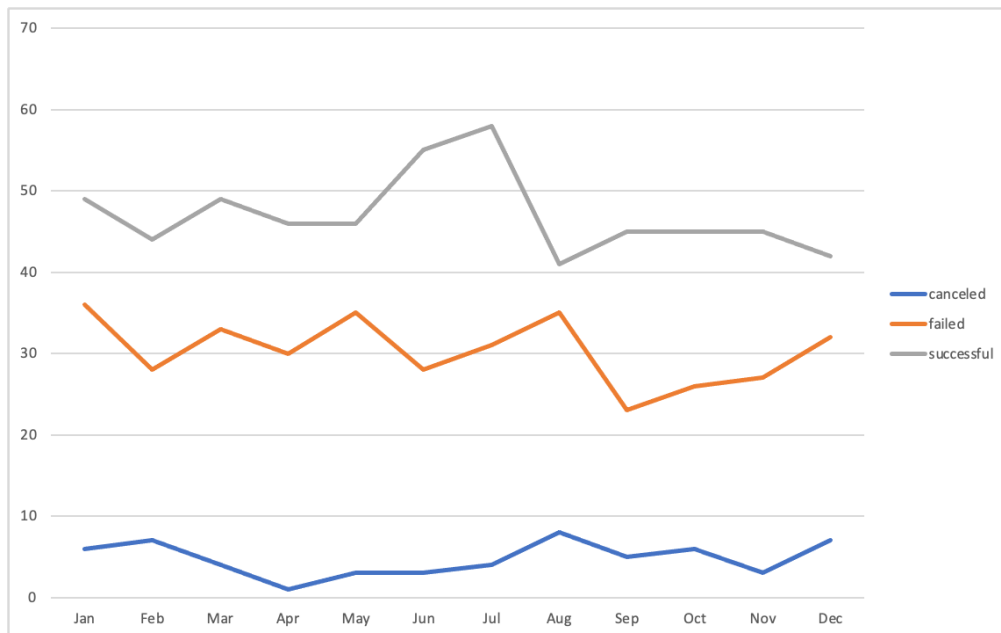
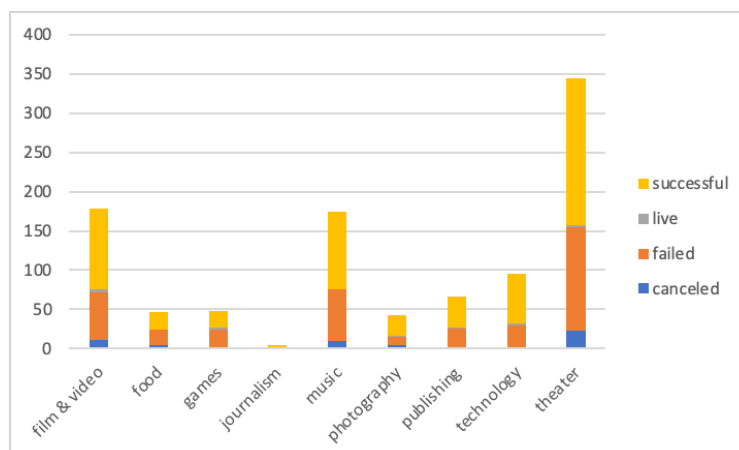


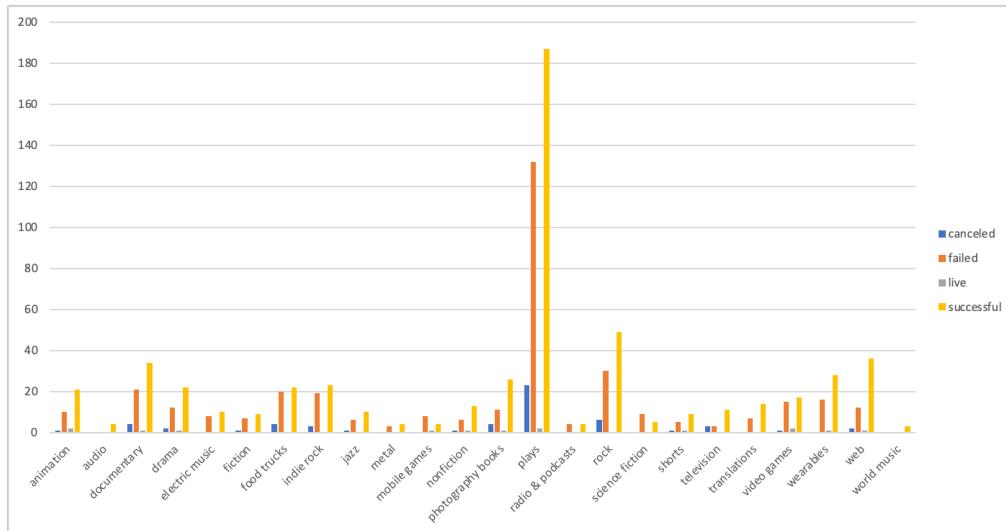
Insight 1: The most successful campaigns took place in the summer months. The months of June, July, and August see a spike in successful campaigns and a drop in failed campaigns. The best time to run a campaign must be in this timeframe.



Insight 2: Most campaigns were in the categories of theater music and film & video. As shown below, those categories have the highest success rate and also the highest number of failed campaigns.



Insight 3: The highest number of successful campaigns and failed campaigns were in “Plays.” There is a significant difference in this category compared to all other categories.



Limitations of the data: We don't know how these campaigns were advertised. A significant factor in the amount these companies earn is what and how they asked for their money. We are given no information on this data. Another limitation is that we don't know if the currencies are comparable. They are listed as different types of currency, but have they been converted into one type?

Moving forward: Next, I would look at the total donation vs. how long the campaign is run. We need insight as to how long the highest grossing campaigns ran and what is the ideal length of time to run a campaign. To do this, I would create a pivot chart in the form of a bar graph with the x-axis being the length of time in months and the y-axis showing the total funded for campaign. In addition, I would run an average donation per month column.

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The median is much better representation of the "Backer" data. In both the successful and failed projects, the variance is very high. There is a large spread of data here with outliers in both directions.

There is a much higher variance with the successful campaigns. This makes sense because it doesn't matter how high the number of backers is, it can still be successful. The number of backers is most likely going to be lower if the project failed because not as many people donated to that project.