

Out of all campaigns surveyed, At least half of the campaigns succeeded. However that is not universally true to each month or year – there are months where the number of cancelled exceeded the number of successful campaigns. ,Less than 10% of all campaigns were cancelled. Over 90% of the campaigns raised more than half of their goal. Most of the campaigns had goals under 10000. Campaigns with goals greater than 10000 were more likely to succeed.

763 of the 1000 campaigns were based in the United States. We would assume that these crowdfunding campaigns are used more frequently in the United States. One could also assume that there is a higher need for crowdfunding in the United States. The category with the largest number of crowdfunding campaigns was Theater – more specifically plays. They had the most number of successful campaigns as well as most failed campaigns. We can again assume that it is the category with the highest need for crowdfunding.

Each country uses a different currency so we lack the ability to use goal amounts and the average donation to draw an conclusion about it's relation to the outcome of a campaign. We would first need to calculate everything under the same currency – for example using exchange rates to get what AUD would be in USD. Until that happens average donations would need to be separated and analyzed separate from one another.

One limitation of the data is not having the age demographic – does age of donor have any correlation to whether a campaign is more likely to succeed or fail?

Another way to represent this data set via a graph would be a 100% stacked bar graph showing the outcome for spotlight campaigns to determine whether they were more likely to succeed or fail. While we don't know what spotlight entails we do know that there was no substantial difference in the outcome from those that used it versus those that didn't. Same holds true for using staff pick instead.

Using a 100% stacked bar graph to show out comes of each country would show any similarities or differences in the outcomes of the campaigns despite their different totals. In the case of this data set all of the countries have roughly the same rate of successful campaigns signifying that location may not impact the outcome.

## Statistical Analysis

- Use your data to determine whether the mean or the median better summarizes the data.

The median summarizes the data best. The mean appears to be skewed by outliers.

- Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?

There is more variability with successful campaigns. Yes because successful campaigns have a larger scope