Crowdfunding Challenge Conclusions (by Katherine Layton)

Some conclusions from the provided data are that the success of a project is affected by the initial goal set, the time of year and the type of project.

There is a definite correlation with successful projects and the goal that was set for them. Per this data,

projects with a goal of $10,000 to $35,000 have great success.

Projects also have a higher chance of success from May to July.

Also Plays (Theater) have the highest success rate.

More data about the modes of advertising used in announcing the projects would assist in the analysis. For instance, data shows spring- summer best for theater, plays, etc. Maybe the project had more exposure at these events. Also, it could be due to the tax returns being received at this time (in the US).

We could analyze by country using category, time of year, amount of set goal to check success.

From the Summary Statistics analysis in the Excel worksheet:

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| In this case the median better summarizes the values, due a few higher backed campaigns that skew the average. |
| There is more variability in the successful campaigns (number of backers). |