# Crowd Funding Analysis

The data helps to support that Theater, Music, and Film & Video have the greatest success of all parent categories. It can also be observed that the failures of these campaign parent categories also have the highest failures. Theses parent categories are the most popular submitted campaigns. With the presented data, no matter what country you select, Plays have the greatest failures and successes. In the US, campaigns for Plays have a 38% failure and 54% success. From January 2010 to January 2020, more campaigns have been successfully funded.

The limitation of this dataset is that we don’t know what states or regions of the countries that pledged. We don’t know who made the pledge. For example, entity, person (gender, race, economic status).

We could create a table that shows the percentage of success versus failures. This could help the viewers see the campaigns in a percentage view along with the visual count. This would help people further determine if they should even submit a campaign, and if they do, what category would be best.

The data can best be summarized using the median, as the data is skewed. The values to calculate for the mean for this data set do not fall nicely on a normal distribution. This prevents the use of the mean as a good summarization of the data.

There is more variability with successful campaign than unsuccessful Campaigns. I see this to be apparent because there are more successful campaigns than unsuccessful, which creates more data points to examine and having a greater chance of variance.