Written Report

One conclusion that can be drawn is that the number of successful campaigns was always higher than the failed, canceled or live campaigns regardless of month. Another conclusion is that there was no consistent upward or downwards trends regarding the quantity of campaigns per month. For example, the number of failed and successful campaigns decreased during February while the number of canceled campaigns increased in February. One last conclusion is that the number of canceled campaigns stayed consistently under 10 while the number of successful and failed campaigns experienced more significant decreases and increases in quantity throughout the year.

One limitation is that the information displayed on the pivot chart line graph does not necessarily help in determining why a campaign failed or succeeded, when focusing mainly on time as a variable.

It would be beneficial to create a graph that has the amount of time a campaign was active for as a variable instead of the month. A line graph can be created that has the amount of time on the y-axis and the count of campaign outcome on the x-axis, while having different lines representing successful, failed, or canceled campaigns.

Statistical Analysis

The mean better summarizes the data better because the median does not show the range of backers in both successful and failed campaigns.

There is more variability with successful campaigns. This makes sense because it is likely that a successful campaign reaches a wider audience, and therefore has more backers than a failed campaigns.