

We can draw many conclusions from the provided data regarding crowdfunding campaigns. First, theater (specifically plays) was by far the most popular category that people were seeking funds for, and inversely, journalism was the least popular category. The outcomes of each category differ quite a bit by country. Lastly, the most successful campaigns were the ones seeking between \$15,000 and \$35,000.

Our current analysis does not tell us what the specific projects were, just the sub-categories. We also don't know how much money each campaign may have started with before adding funding from backers.

I think it would be helpful to have a table/chart that shows the outcome based on the amount of time the campaign was open. Also, a table looking at outcomes based on the percent they were funded would be good to analyze.

The median better represents the count of backers than the mean. Outliers in our data set caused the mean to be skewed. 72% of the campaigns had less than 1000 backers, so an average of 851 backers is not accurate. There appears to be a much greater variance with successful vs. unsuccessful campaigns. This makes sense because we can see that the successful campaigns had a much higher max of backers.