# Written Report

There are 3 conclusions we can draw from this data;

1. Theater campaigns have a higher success than other categories, though they present highest number of failed campaigns. Theater, Food and Games campaigns (3 out of 10) campaigns have nearly equal numbers of failed and successful campaigns while for Film and Video, Music, Photography, Publishing and Technology (5 out of 10) campaigns, the number of failed campaigns is nearly half of the number of successful campaigns.
2. Plays campaigns are the leading sub category with highest success and failure. The ratio of failure vs success within the sub-categories follows the trend discussed in point 1 above.
3. Campaigns launched in the middle of the year (between June and July otherwise early summer) have a higher success and fortunately relatively low cancelation and failure rate (around 4th and 5th lowest failure rate respectively). On the other hand, the end of summer/early fall may be the worse time to launch a campaigns (with lowest success, highest failure and cancelation rate).

Another graph we could have looked at is the distribution of campaigns categories in all countries in this Crowdfunding to evaluate whether location or culture plays in the success of these campaigns. Or similarly the backers count distribution per country to evaluate backers geographically.

Some limitation is this dataset is the fact that though looking at different countries and categories, campaigns were not run within the same timeframe, in other words keeping timeframe as a constant would have portrays better trends. Another limiting factor is that we do not have information on how these were advertised, whether on the same platforms for the same timeframe.

# Statistical Analysis

Table

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Looking at the backers count for both successful and unsuccessful campaigns, where the mean is higher than the median (more notably with the successful campaigns) we can deduct some skewness of the backers distribution, in other words the mean or the median alone do not summarize the data well.

Using more statistical features such as the IQR could help us determine if there are some outliers in the data, in other words campaigns with unusually high backers.

There is more variability with successful campaigns, because of few factors;

1. the standard deviation for successful Campaigns is higher than that of the unsuccessful ones
2. the difference between the maximum and minimum backers count is higher for the successful campaigns
3. the successful IQR (1161) is also higher than that of the unsuccessful campaigns (751.5).