Report

Parent Category vs Outcome

Sub-Category vs Outcome

Outcomes vs Time (months)

With the results we can see from the graphs above there is a clear winner of projects under theatre category with an outstanding number of projects being 344 followed by film with 178 and music with 175 projects. Hence, we can safely say that there is a higher need for entertainment-based projects due to the creative and abstract nature of the entertainment industry. On the other hand, journalism holds the least number of projects followed by food and photography, with this information we can say that there is less need for information-based projects as there is a limited amount of information that can be presented.

Outcomes can also be hindered based on the time of the month. June and July hold the most successful outcomes as June/July are usually a good time for mid-year breaks for students/teachers or even workers. While August and January hold the most failed outcomes due to their mid-year breaks or end of year breaks ending and preparing themselves to go back to work.

Although the dataset provided gives us an insight of how popular certain types of projects are, we are limited to knowing how successful in terms of rates each project is in comparison to each other, the profits that one category can make compared to another or the cost of each project compared to another.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **successful\_backers** |  |  | **failed\_backers** |
| **mean** | 851.1469027 |  | **mean** | 585.6153846 |
| **median** | 201 |  | **median** | 114.5 |
| **minimum** | 16 |  | **minimum** | 0 |
| **maximum** | 7295 |  | **maximum** | 6080 |
| **variance** | 1606216.594 |  | **variance** | 924113.455 |
| **standard dev** | 1267.366006 |  | **standard dev** | 961.3081998 |

The data provided demonstrates that the values are extremely skewed due to the high variance value, with the means heavily affected by the maximum hence it is better to use the median with the data provided.

The data shows that there is more variability in the successful backers, this is due to the successful backers having a larger minimum-maximum pool and the higher value of standard deviation resulting in a larger spread as opposed to the failed backers.