##Module 1 Challenge

Crowdfunding platforms like Kickstarter and Indiegogo have been growing in success and popularity since the late 2000s. From independent content creators to famous celebrities, more and more people are using crowdfunding to launch new products and generate buzz, but not every project has found success.

To receive funding, the project must meet or exceed an initial goal, so many organisations dedicate considerable resources looking through old projects in an attempt to discover “the trick” to finding success. For this week's Challenge, you will organise and analyse a database of 1,000 sample projects to uncover any hidden trends.

#Written Report

In this challenge, we have created various graphs and analysis to determine the factors affecting successful and failed campaign projects.

\* The tables and graphs in the Outcome per Category and Sub-Category worksheet show that 344 campaign projects out of 1000 is putting more efforts in theatre, specifically plays. Out of the 344, 187 (54.4%) are successful and 155 (45%) are either failed or cancelled. Looking at the journalism category however, even though there are only 4 projects, the resulting success rate is 100%.

\* In the Outcome per Month Year Created worksheet, for the year 2010-2019, total campaign per year ranges from 84 in 2012 to 108 in 2010. In the year 2017, we can see that there is a huge gap between successful (67 out of 101) and failed (28 out of 101) outcome. We can therefore study what happen on that year to achieve at least 66.3% success rate and only 27.7% fail rate.

\* Analysing the percentage of outcome, it is shown that it is not necessarily have to be the minimum goal to achieve a good success rate. Goal ranging from 15000 to 19999 and 20000 to 24999 have 100% success rate. While goal ranging from 10000 to 1499 and anything greater than 50000 have 56% and 53% fail rate respectively.

# Statistical Analysis

\* The average number of backers for successful outcome is 851 which is greater than the average number of backers for failed outcome which is 586. (This is more relevant than getting the median for this dataset.)

\* Successful outcomes have a high variance and high deviation compared to failed outcomes. This means that some data are far from the average value and the data distribution are much broader.