**Written Report**

The data collected from the Module 1 homework is a collection of different organizations and their attempts at crowdfunding. Each row can be thought of as a vector where the entries are categories in which the attempt can be analyzed. These categories are also individualized by columns (ie goal, outcome, backer’s count etc). In this assignment, we shall analyze the data, make sense of it, and use it to draw conclusions.

The data consists of 1000 entries (or attempts by various organizations at crowdfunding). Of these attempts, 565 were successful, 364 failed, 57 canceled, and 14 were live (at least at the time the data was pulled). The most successful categories were world music and audio with a 100% success rate at reaching their crowdfunding goals. It is also important to note that both categories have a relatively small sample size (world music with 3 and audio with 4), so take their success rates with a couple of grains of salt. However, the rest of the other categories had success rates that hovered around 50-60% with web having the highest success rate (approximately 71%) of any category with a sample size above 4.

Another factor that drives the success of reaching the crowdfunding goal is how much funds the organization aimed to raise. Intuitively, one can conclude that the higher the goal the less likely the chances of reaching it, and the data supports this hypothesis. In Sheet 7 of the assignment, the sheet shows the breakdown of outcome based on the size of the goal. Projects that had a goal greater than $50,000 had the lowest success rate (at 37%). Meanwhile, goals that ranged from $15,000 to $24,999 and from $30,000 to $34,999 had a success rate of 100%, but I don’t think these data points are that significant as the sample size of both of those ranges combined is 24. However, goals that ranged from $1000 to $1499 had an 83% success rate with a sample size of 231. With these, I think it’s fair to say that the $1,000 to $1,499 is the sweet spot in goal size the projects require. Surprisingly enough, less than $1000 had only a success rate of 59%. One can conclude that, the bigger the goal the less likely, however the inverse isn’t necessarily true (the smaller the goal, the more likely the success) as the less than $100 illustrates,

In a nutshell, one can conclude that projects created in July, within the field of web, world music or audio with a goal between $1,000 to $1,499 have the best chance of succeeding in reaching their goals.